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SOCIAL CLASS AS A
PREDICTOR OF CONSUMER BEHAVIOR

by



DOUGLAS A. BELL

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH
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The undersigned certify that they have read, and recommend
to the Faculty of Graduate Studies and Research for acceptance,
a thesis entitled

SOCIAL CLASS AS A PREDICTOR OF CONSUMER BEHAVIOR

submitted by Douglas A. Bell in partial fulfilment of the requirements
for the degree of Master of Business Administration.

Date. *July 14, 1972*

ABSTRACT

The main purpose of this thesis was threefold: (1) to examine the consumer behavior of members of Canadian social classes to determine if the classes behave differently, (2) to determine the proxy variable of social class which differentiates the most homogeneous consumer groups and, (3) to determine the similarity between Canadian and American social class behavior in the market place. The data was collected from a socio-economic cross-section of Edmonton home owners and home renters. The relationships between the independent proxy variable of social class and the dependent consumer behaviors were examined with the Kruskal-Wallis one-way analysis of variance by ranks and the Chi-square test for k independent samples.

The secondary purpose of this thesis was to build a workable single criteria social class model for analysis of marketing problems in Canada. Several Canadian social class models, which utilized the proxy variable of occupation, were tested to determine if the members of each social class had similar shopping behaviors, media habits, and own similar products. Further, the proxy variables of education, house type, and dwelling area were examined to determine if the members in the strata behaved like one another. All of the proxy variables were then compared on their ability to identify the homogeneous consumer groups.

The findings of this study indicate that Canadian social classes have internally homogeneous behaviors which can be identified by the proxy variables. All of the proxy variables of social class were found to do an equal job of isolating the homogeneous consumer groups. However, considering the application of the concept to marketing problems, it was concluded that the occupational scale, as presented by Bernard Blishen in 1961, would be the most practical variable for identification of social class. The results of the American - Canadian behavior comparison indicated that the similarity in social class market behavior is extremely strong. On this basis, it was concluded that, until further Canadian studies could be completed, application of data on the values and behaviors of American social classes is a viable source of information for Canadian marketers and academics.

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TABLE OF CONTENTS

CHAPTER		Page
I.	THE PROBLEM.....	1
	Introduction.....	1
	Problem Delineation.....	2
	Objectives of the Study.....	5
	Justification for the Study.....	6
	Study Design.....	9
	Plan of Presentation.....	10
II.	REVIEW OF THE LITERATURE.....	11
	Background Information on Social Class.....	11
	Social Systems in North America.....	21
	Emergent Values and Behaviors.....	39
	Recent Research on Marketing and Social Class....	46
III.	METHODOLOGY.....	57
	Study Variables and Hypotheses.....	57
	Sample Location and Size.....	62
	Interview Design and Method of Presentation.....	69
	Study Response and Data Coding.....	72
IV.	RESULTS OF THE STUDY.....	74
	Hypotheses Testing the Relationship between the Independent and Dependent Variables.....	74
	Hypotheses Testing the Superiority of the Proxy Variables.....	82
	Research Questions.....	87
V.	SUMMARY AND CONCLUSIONS.....	109
	Summary.....	109
	Conclusions.....	110
	Implications of this Study.....	111
	Limitations of the Study.....	115
	Areas for Future Research.....	116

TABLE OF CONTENTS

Page

APPENDICES

Appendix I - Sample Questionnaire..... 118

Appendix II - Interviewer Route Maps..... 125

Appendix III - Letter of Introduction..... 128

Appendix IV - Percentage Breakdown of Question
Response by Social Class..... 129

BIBLIOGRAPHY

Books and Monographs..... 134

Periodicals..... 135

LIST OF TABLES

TABLE	Page
1. Occupation Distribution by Blishen's 1951 Scale.....	22
2. Selected Male Occupations from Blishen's 1951 Occupational Class Scale.....	23
3. High School Attedance by Occupational Class.....	27
4. University Attendance by Occupational Class.....	27
5. Selected Occupations from the Pineo and Porter Occupational Prestige Scale.....	30
6. Class Frequency - Blishen's 1961 Occupational Scale.....	32
7. Selected Occupations from the Blishen 1961 Occupational Class Scale.....	33
8. Sample Area Household Count.....	68
9. Sample Size by Area.....	68
10. Refusals by Area.....	72
11. Kruskal-Wallis Values for Shopping Behavior and Canadian Occupational Scales.....	76
12. Kruskal-Wallis Values for Media Exposure and Canadian Occupational Scales.....	77
13. Kruskal-Wallis Values for Product Ownership and Canadian Occupational Scales.....	78
14. Kruskal-Wallis Values for Education, House Type, and Dwelling Area Versus Shopping Behavior.....	79
15. Kruskal-Wallis Values for Education, House Type, and Dwelling Area Versus Media Exposure.....	80
16. Kruskal-Wallis Values for Education, House Type, and Dwelling Area Versus Product Ownership.....	81
17. Ability of the Occupational Scales to Differentiate Between Consumer Groups.....	82
18. Ability of the Proxy Variables to Differentiate Between the Consumer Groups.....	85
19. Ability of the Proxy Variables to Discriminate Within Each Consumer Behavior Category.....	87
20. Sample Distribution for Information Source - New Products.....	88
21. Sample Distribution for Information Source - Fashion....	89

LIST OF TABLES

TABLE	Page
22. Sample Distribution for Decision-Helper.....	90
23. Sample Distribution for Shopping Companion.....	90
24. Sample Distribution for Shopping Frequency per Month....	91
25. Sample Distribution of Downtown versus Suburban Shopping	92
26. Sample Distribution of Importance of Shopping Quickly...	93
27. Sample Distribution of Store Type for Television.....	94
28. Sample Distribution of Store Type for Living Room Furniture.....	94
29. Sample Distribution for Aspect of Retail Store.....	95
30. Sample Distribution of Section Readership.....	97
31. Sample Distribution of Magazine Readership.....	98
32. Sample Distribution of Dinnertime Television Exposure...	98
33. Sample Distribution by Radio Station.....	99
34. Sample Distribution of Sports Equipment.....	100
35. Sample Distribution of Travel Trailers.....	100
36. Sample Distribution of Weekend Travel per Year.....	101
37. Sample Distribution of Vacation Activity.....	102
38. Sample Distribution of Credit Cards.....	102
39. Sample Distribution of Credit Repayment.....	103
40. Sample Distribution by Ethnic Origin.....	107
41. Sample Distribution by Source of Income.....	108

LIST OF FIGURES

FIGURE		Page
1.	1961 Male Educational Distribution.....	26
2.	Socio-Economic Strata of Study and Pilot Areas.....	67
3.	Ability of the Occupational Scales to Differentiate Between Consumer Groups.....	84
4.	Ability of the Proxy Variables to Differentiate Between Consumer Groups.....	86

CHAPTER I

THE PROBLEM

Introduction

With the expansion of the Canadian market and the intensification of business enterprises competitive struggle, interest is expanding in how to market products more effectively.

One approach to increase marketing effectiveness is the use of market segmentation to tailor a particular marketing mix to a specific market segment.¹ The shortcoming of this approach is the inability of marketers to identify homogeneous segments of consumers. Income and physical location are effective methods of segmentation for some products, but not all.² Another basis for segmentation of consumer markets which has been given recent attention is the factor of social class.

The purpose of this thesis is threefold: (1) to examine aspects of Canadian consumer behavior³ to determine if social classes behave differently in the Canadian market place, (2) to determine the proxy variable⁴ of social class which differentiates

¹James M. Carman, The Application of Social Class to Market Segmentation, Berkeley, Iber Special Publications, 1965, p. 1.

²Ibid.

³The consumer behaviors that will be studied include aspects of shopping habits, media exposure, and product ownership.

⁴The proxy variables of social class that will be used in this study are occupation, education, house type, and dwelling area.

the most homogeneous consumer groups, and (3) to determine if Canadian social classes behave in the market place like their American counterparts.

Problem Delineation

The study of consumer behavior is a study of human behavior in the market place.

The critical nature of consumer actions (or inactions) in the market place leads to attempts to understand and explain such behaviors, and to predict it under given circumstances. The ultimate concern is what "causes" the act of purchase or nonpurchase - even though understanding such relationships is indeed difficult, and most analysis of consumer behavior falls considerably below the causal relationship level. The underlying assumption, however, is that consumer behavior can be explained, no matter how impulsive or "nonrational" it may appear.⁵

Consumer behavioralist believe that exposure to product stimuli and potential response are functions of the composite factors of:

1. individual factors such as cognition, perception, learning, personality, motivation, and attitudes.
2. social factors such as group membership and social influence.
3. sociocultural factors such as social class, sub-cultures, and cultures.⁶

Social scientists believe that it is the interplay of these three interdependent variables which make a consumer behave as he does.⁷ This thesis deals with one sociocultural factor, social

⁵T. S. Robertson, Consumer Behavior, Scott, Foreman and Company, Illinois, 1970, p. 1.

⁶Ibid., p. 9.

⁷Ibid., p. 13.

class, and its effects on consumer behavior.

The social class concept, although used in sociological studies for many years, was not adapted to business problems until the 1950's. Today, this market segmentation concept has become an accepted part of marketing textbooks and marketing courses in business schools. From a business viewpoint, social class is a concept which, for some products, can identify who the customers are, how they will behave, and what they want. With this information, the marketing mix can be tailored to fit the target market.

In the use of the social class concept by marketers, the measurement of a person's social class has caused many problems. Because it is impractical to measure social class by giving every consumer a battery of tests to reveal his attitudes, opinion, and personality, application of this concept to marketing has been based on proxy variables - variables which identify a person's behavioral make-up but are not a part of it. Several of the proxy variables which have been used are occupation, education, source of income, house type, and dwelling area.⁸ There is little agreement, however, on the best proxy variable or combination of variables to be used.

The majority of work on Canadian social class has been

⁸W. L. Warner, Social Class in America, New York, Harper and Row, Inc., 1960.

A. B. Hollingshead, Elmtown's Youth, New York, Wiley, 1949.

based on the proxy variable of occupation.⁹ The problem in attempting to use the Canadian research to solve consumer behavior questions is that the classes represent little more than statistical groups who do not necessarily have common values or behaviors. In order to "customize" a marketing mix to a particular social class, marketers must know how the classes behave and what they want. To gain this information, Canadian marketers and academics are forced to draw on American research. However, the applicability of this research to the Canadian market is unknown.

Although the cultures of the United States and Canada are similar, several differences do exist. Since social class is a transmitter of culture,¹⁰ and the two cultures are different, great caution must be taken in the application of American social research to Canada. According to Porter, the main difference in social structure between the United States and Canada rests on the concepts of the "melting pot" versus "the ethnic mosaic."¹¹ Porter believes

⁹B. R. Blishen, "The Construction and Use of an Occupational Class Scale," Canadian Journal of Economics and Political Science, XXIV, no. 4, 1958, pp. 519-531.

B. R. Blishen, "A Socio-Economic Index for Occupations," The Canadian Review of Sociology and Anthropology, IV, (1967), pp. 41-53.

J. Tuckman, "Social Status of Occupations in Canada," Canadian Journal of Psychology, I, 1947, pp. 71-94.

P. C. Pineo, J. Porter, "Occupational Prestige in Canada," The Canadian Review of Sociology and Anthropology, IV, 1967, pp. 24-40.

¹⁰J. F. Engel, D. T. Kollat, R. D. Blackwell, Consumer Behavior, New York, Holt, Rinehart, and Winston, Inc., 1968, p. 267.

¹¹J. Porter, The Vertical Mosaic, University of Toronto Press, 1965, pp. 68-73.

that ethnic affiliation has played a dominant role in Canadian social structure.

In social processes of this kind, there gradually develops a reciprocal relationship between ethnicity and social class. A given ethnic group appropriates particular roles and designates other ethnic groups for the less preferred ones. Often the low status groups accepts its inferior position. Through time the relative status position, reinforced by stereotypes and social images... harden and become perpetuated over a very long time.¹²

Porter's study proves that there is a definite relationship in Canada between ethnic background and occupations.¹³ A recent article by Blishen also verifies the fact that occupational opportunity is somewhat determined by ethnicity.¹⁴

In light of Porter's findings, it is doubtful that the American research on social class values and behaviors can be applied, without modification, to the Canadian scene.

Objectives of the Study

This research has five specific objectives:

- (1) to test three Canadian occupational scales, as presented Blishen in 1951,¹⁵ in 1961,¹⁶ and Pineo-Porter in 1967¹⁷ in order to determine whether their social classes have

¹² Ibid., p. 63.

¹³ Ibid., pp. 73-98.

¹⁴ B. R. Blishen, "Social Class and Opportunity in Canada," The Canadian Review of Sociology and Anthropology, 1970-71, pp. 110-127.

¹⁵ Blishen, "The Construction and Use of an Occupational Class Scale."

¹⁶ Blishen, "A Socio-Economic Index for Occupations."

¹⁷ Pineo, Porter, "Occupational Prestige in Canada."

consumer behavioral characteristics.¹⁸

- (2) to discover the magnitude of the relationship between the consumer behaviors and the social class proxy variables of (a) occupation, (b) education, (c) house type and (d) dwelling area.
- (3) to discover which proxy variable creates the most homogeneous consumer groups.
- (4) to discover how each social class behaves in the market place.¹⁹
- (5) to determine if the consumer behaviors of the Canadian social classes are similar to their American counterparts.

Justification for the Study

American research has shown that the social class concept may prove useful to marketers of some products in at least one of four ways. First, social class can be used as a key variable in market segmentation. According to Martineau, "consumption patterns operate as prestige symbols to define class membership, which is a more significant determinant of economic behavior than income."²¹ For some products, social class can be the common thread between customers who at one time appeared to have nothing in common. Once

¹⁸The consumer behavior areas that will be used in this study are (a) shopping habits, (b) media exposure, (c) product ownership.

¹⁹Social class will be defined here by the proxy variable which creates the most homogeneous consumer groups.

²⁰T. Kemm, "Defining Markets: Who Belongs to Which Social Class and What are His Wants?," Printers Ink, Vol. 264, 1958, pp. 60-62.

²¹P. Martineau, "Social Classes and Spending Behavior," Journal of Marketing, 23, 1958, p. 130.

this common thread has been discovered, identification of customer characteristics, values, and attitudes is possible. With this identification, product tailoring, product image, and advertising appeals can be adjusted to fit the target market.

Second, social class can be used in analysis of consumer buying decisions. It has been determined that social classes make purchasing decisions differently.²² By knowing how each social class makes their decision, the marketing mix can be tailored to influence the consumer when he is most susceptible. If major purchasing decisions in one social class are made jointly by husband and wife, while, in another class the husband makes all the decisions, advertising appeals must be aimed so that the decision maker is receiving maximum exposure. If the target social class tends to spend a great deal of time in the search stage of the decision process, effective store promotions and adept salesmen would be effective in influencing these customers.

Third, social class partially determines how people see the product or company.²³ If products are to be tailored to specific market segments, the product's symbolism must be understood. If one social class sees the ideal man as a rough outdoorsman while another social class sees him as an efficient and aggressive executive, trying to sell a man's after shave lotion to both classes by using the same marketing mix would be very risky.

²²Kemm, "Defining Markets," p. 62.

²³Ibid.

Fourth, social class influences media exposure. With social classes exposing themselves to different products in some media categories,²⁴ social class becomes a viable marketing concept because it is possible to reach the different market segments.

Therefore, the social class concept has relevance to the four "P's" of marketing - product, price, promotion, and place.

This study attempts to eliminate some of the gaps in the Canadian literature on social class by examining its effects on consumer behavior. Although social class has proven to be a rich dimension for studies of consumer behavior in the United States,²⁵ the Canadian literature does not contain a social class model which can be used by Canadian marketers.

This study will attempt to make the Canadian social class models of Blishen²⁶ and Pineo-Porter²⁷ more useful to the marketer by examining their social classes for homogeneous consumer behaviors. If their social classes do not have common behaviors, an attempt will be made to build a usable single variable index from the proxy variables of social class. If either of these procedures is successful, Canadian marketers will have an index of social class which can be used for marketing planning.

²⁴ Ibid.

²⁵ P. Martineau, "Social Class and its Very Close Relationship to Individual's Buying Behavior," Proceedings of the American Marketing Association, (Dec. 1960), p. 185.

²⁶ Blishen, "The Construction and Use of an Occupational Class Scale."

Blishen, "A Socio-Economic Index for Occupations."

²⁷ Pineo, Porter, "Occupational Prestige in Canada."

If these two attempts are unsuccessful, the results will indicate that either Canadian social class has no significant influence on the consumer behaviors tested, or that the proxy variables of social class used in the United States are not applicable to Canada. If this occurs, Canadian marketers and sociologists will have to re-examine the concept to determine which of the possible causes is correct. In any event, this study will have shown that the social class concept as it stands, is not a viable concept for marketing application in Canada.

Study Design

The first step will be to review the Canadian and American literature on social class in order to select the independent and dependent variables for this study. The independent variables will be six proxy variables of social class which have been used in research on social structure. The dependent variables will be consumer behaviors which have been found to be related to social class in the United States.

Once these variables have been identified, a test area, which represents a cross-section of Canadian socio-economic society, will be found in Edmonton, Alberta. This area will be divided into six socio-economic strata by means of Warner's house type and dwelling area scales.²⁸ In-home interviews, using a standard questionnaire, will be used to collect the data.

²⁸W. L. Warner, Social Class in America, A Manual of Procedure for the Measurement of Social Status, Gloucester, Mass., Peter Smith, 1957, pp. 143-54.

The relationship between the independent variables of (1) occupation, (2) education, (3) house type, and (4) dwelling area and the dependent consumer behaviors will be tested by the Kruskal-Wallis one-way analysis of variance by ranks. Chi-square analysis will be used to determine the proxy variable which creates the most homogeneous consumer groups.

Plan of Presentation

Chapter II will present a review of the Canadian and American literature on social class and consumer behavior. An attempt will be made to integrate the studies and thereby form a theoretical base for this study.

Chapter III will present the study's methodology and hypotheses. Descriptions of how the test area was selected, how the data was collected, and the response to the study will be enumerated.

Chapter IV will test the hypotheses and examine the research questions.

Chapter V will present a summary of the study, its contributions and conclusions, as well as areas for future research.

CHAPTER II

REVIEW OF THE LITERATURE

Background Information on Social Class

Definition of Social Class

Social classes can be defined as relatively permanent and homogeneous divisions in society into which individuals or families can be categorized when being compared with other individuals or families in the society.¹

In theory, social classes are treated as discrete divisions in society. However, these discrete divisions are rarely observed in practice. Because of this, social classes are treated as a continuous variable which means that at the fringes of particular classes, there is overlap.²

The social class system is hierarchial. "Each class exists in the minds of the society's members in an inferior or superior position to each other class."³ The basis of the superiority is unknown. It appears, however, to relate mostly to the power, privilege, prestige, and influence of the people who make up the social class.

¹ Engel, et al. Consumer Behavior, p. 264.

² Ibid., p. 265.

³ Ibid., p. 264.

Social classes exist without reference to specific individuals. Respondents can define the behavior expected of a social class even if a member of that class violates the norms of that class.⁴

The cultural homogeneity assumption, which is key to the use of the social class concept in the field of consumer behavior, proports that all the people who make up the class tend to behave like one another. That is, they have similarities in personality, in manner of dress and language, in values, in possessions, and in the activities they undertake.⁵

Social class transmits culture

Social classes are the vehicles through which the totality of culture is made specific for a family and ultimately the individual. Social classes define the expectations of society for groups of people and for families within the groups. The family then transmits these cultural expectations to the individual.⁶

Social classes generate different patterns of behavior for specific individuals but these elements in the pattern are drawn from a common core. Social class influences pervade all of life. The variations in culture among social classes begin before birth and continue after death.⁷

⁴ Ibid., p. 265.

⁵ Ibid., p. 265.

⁶ Ibid., p. 267.

⁷ Ibid., p. 267.

The functions of social class

There are basically two theories as to the function of social classes - the functional theory of stratification and the Marxian theory.

The functional theory states that the necessity for stratification arises because not all social roles or jobs are equally pleasant, but social survival requires that all must be performed. Consequently, society must have some kind of rewards which it can use as inducements and some way of distributing these rewards differently according to positions. Social inequality becomes an unconsciously evolved device by which societies insure that the most important positions are conscientiously filled by the most qualified persons. Thus, the function of stratification is to get essential jobs done, and to get individuals to take on the arduous task of training, and put up with the disutility of responsibility.⁸

In Marxian theory, the division of society into the owners and non-owners of production instruments is the foundation of class. Members of the owner class become aware of the similarity of interests among themselves and the contradiction of interests with the non-owner class.⁹

"This class consciousness has an important social function because it leads, through class conflict, to social change. To the Marxist, class is more than a device of social analysis. It becomes an ideological concept, the focal idea in a complex of ideas supporting revolutionary social movements, the overthrowing of one class by another."¹⁰

⁸K. Davis, W. E. Moore, "Some Principals of Stratification," found in Porter, The Vertical Mosaic, pp. 16-18.

⁹K. Marx, "Preface to the Critique of Political Economy," found in Porter, The Vertical Mosaic, pp. 18-22.

¹⁰Porter, The Vertical Mosaic, p. 18.

The functional approach has been severely criticized because of its assumption of equality of opportunity, particularly in education. It overlooks the phenomenon that where there is social inheritance of rank, any current structure in inequality arises from earlier functions rather than present ones.¹¹ Marxist theories have mainly been abandoned by contemporary theorists because the theory does not fit the facts.¹²

Determinants of social class position

An undimensional variable upon which each social class can be ordered is an underlying assumption in the study of social class. However, no one knows that that variable is.¹³

In the absence of knowledge about the true variable, proxy variables such as wealth, power, prestige, and interaction are used. Social class is a multi-dimensional variable as it is generally treated as some combination of the proxy variables.¹⁴

In his review of the sociological literature on social class, Kahl concludes that six variables have been used by researchers to understand and measure social class.¹⁵ Engel et al. believe that these six variables act as determinants of social class.¹⁶

¹¹Porter, The Vertical Mosaic, p. 17.

¹²Ibid., p. 18.

¹³Engel et. al., Consumer Behavior, p. 265.

¹⁴Ibid., p. 266.

¹⁵J. A. Kahl, The American Class Structure, New York, Rinehart and Company, 1957, pp. 8-10.

¹⁶Engel, et. al., Consumer Behavior, p. 268.

Occupation

Occupation is generally used by consumer analysts in measuring social class - it is often the most accurate single variable available.¹⁷ The prestige rankings of occupation are central in determining the rank of a person in the social class system. Several studies¹⁸ have been done in Canada and the United States on people's occupations. The variables of education, income, and occupational prestige have been used in these studies to rank occupations.

Personal performance

Social class position is partially determined by the degree to which an individual performs within his occupational class. This includes the deference or attitude of respect given to an individual by other persons in the society. Sometimes, job performance may be measured by the amount of income variation within an occupation.¹⁹

¹⁷ Ibid.

¹⁸ Tuckman, "Social Status of Occupations in Canada."
Blishen, "The Construction and Use of an Occupational Class Scale."

Blishen, "A Socio-Economic Index for Occupations."

Pineo, Porter, "Occupational Prestige in Canada."

A. Inkeles, P. H. Rossi, "National Comparisons of Occupational Prestige," American Journal of Sociology, Vol. 61 (1956), pp. 329-39.

¹⁹ Engel, et. al., Consumer Behavior, pp. 271-72.

Interactions

"Interactions may well be the most important key to understanding social classes in spite of the difficulty of measuring them."²⁰ The way a man is treated by his peers and reciprocally, the way he treats them is the essence of social class.

Possessions

Possessions are symbols of class membership. They are necessary but not sufficient criteria for class membership. Their importance relates not only to the amount of possessions that an individual has, but also to the nature of his choices.²¹

The location and type of house is probably the most important possession in terms of social class discrimination.

Value orientations

Values or beliefs about what an individual thinks is important are determinants and manifestations of social class. When a group of people tend to share a common set of abstract convictions that organize and relate a large number of specific values, they are called value orientations, and certain value orientations are known to characterize specific social classes.²²

Class consciousness

Another determinant of social class is the class consciousness of groups within the society and of individuals within the groups. In the United States the higher a person's social class, the more class consciousness he has.²³

²⁰ Ibid., p. 272.

²¹ Ibid., p. 273.

²² Ibid., p. 273.

Measurement of Social Classes

In attempting to measure social class, a researcher must decide whether he will attempt to use real variables, that is values, beliefs, attitudes, motivations, behavior, etc., - or proxy variables such as ethnic origin, education, and occupation.

Measurement by proxy variables

According to Engel et al., there are three principal methods of measuring social classes for consumer behavior studies: (a) objective techniques, (b) subjective techniques, and (c) reputational techniques.²⁴

Objective techniques

This method relies upon the assigning of classes on the basis of respondents possessing some value of a stratified variable. Usually occupation, income, education, size and type of house, possessions, and interactions are used. These variables may be used alone or in groups.

Single criteria techniques. The proxy variable of occupation is the most frequently used single index of social class.²⁵ However, there are wide variations in the procedures used to rank the occupations.

²⁴ Ibid., p. 274.

²⁵ Ibid., p. 277.

One method is to rate the occupations by certain characteristics of the incumbent - particularly income and education.²⁶

A second method is to rank the occupations by prestige.²⁷

Multiple criteria techniques. These techniques involve determining a number of proxy variables and weighing them to derive a single social class value.

Warner's²⁸ Index of Status Characteristics is a multiple criteria technique for the measurement of social class. Warner used status as a proxy variable for social class and developed this four-factor scale which includes occupation, source of income, home type, and dwelling area. Occupation was weighted by 4, source of income by 3, home type by 3, and dwelling area by 2.²⁹ Each category was rated on a seven point scale. For example, for occupation a rating of one represented professionals and proprietors of large businesses, whereas a seven rating was unskilled workers.³⁰ Once the weighed scale had derived a value, a person was placed in a social class based on the following scale:

²⁶

A. J. Reiss, O. D. Duncan, P. K. Hatt, C. C. North, Occupations and Social Status, New York, The Free Press, 1961.

Blishen, "The Construction and Use of an Occupational Class Scale."

²⁷R. W. Hodge, P. M. Siegel, P. H. Rossi, "Occupational Prestige in the United States: 1925-1963," in R. Bendix, S. M. Lipset, eds., Class, Status and Power, 2nd ed., New York, The Free Press, 1966, pp. 322-34.

Pineo, Porter, "Occupational Prestige in Canada."

²⁸Warner, Social Class in America, pp. 121-75.

²⁹Ibid., p. 41.

³⁰Ibid., p. 134.

Weighed Total of RatingClass

12-22	upper class
23-24	either upper or upper-middle
25-33	upper middle
34-37	either upper-middle or lower-middle
38-50	lower-middle
51-53	either lower-middle or upper-lower
54-62	upper-lower class
63-66	either upper-lower or lower-lower
67-84	lower-lower

Hollingshead and his associates, based on the work of Warner, have developed a two-factor scale of social class.³¹ The two factors are occupation with a seven weighting, and education with a four weighting. This class division into upper, upper-middle, lower-middle, upper-lower, and lower, was examined in light of media exposure. The classes were found to be homogeneous in behavior internally and heterogeneous between classes.

Kahl and Davis³² used a method, independent of income, to determine social class. Their two factors were (1) respondent's occupation and education, and (2) dwelling area and the education of the parents.

Subjective evaluation techniques

These techniques ask respondents to rate themselves on social class. This approach, though biased, is especially good at disclosing people's class consciousness. However, for consumer studies, this approach is of limited value as respondents (1) overrate

³¹A. B. Hollingshead, Social Class and Mental Illness, New York, John Wiley and Sons Inc., 1958.

³²J. A. Kahl and J. A. Davis, "A Comparison of Indexes of Socio-Economic Status," American Sociological Review, Vol. 20, 1955, pp. 317-325.

their own positions and (2) exaggerate the size of the middle class.³³

Reputational techniques

These methods involve asking people to rate the social position of other persons. Warner's evaluative participation (E. P.) method is an example of this technique.³⁴ With the E. P. approach a judge follows three steps in rating a community: (1) he assigns a structure to the community by deciding on the number and nature of the classes, (2) he suggests certain symbols which are associated with each class, and (3) he assigns people to each class according to their symbol system. These ratings are checked against the institutional associations and ancestry of each family.

This method is not normally used by consumer analysts because of its complexity and cost. Further, massive methodological problems are encountered in using the technique in large cities.³⁵

Measurement of real variables

Because marketers are interested in people's values, attitudes, and behavior, attempts have been made to measure these directly. In his survey of the literature, Carman reviews the work of Chapin, Sims, the work on the Minnesota Home Status Index, and the work of Centers.³⁶ He comes to the conclusion that none of these

³³Engel et. al., Consumer Behavior, pp. 276-77.

³⁴Warner, Social Class in America, pp. 47-111.

³⁵Engel et. al., Consumer Behavior, p. 276.

³⁶Carman, The Application of Social Class in Market Segmentation, pp. 38-39.

scales can be used today without revision and revalidation.

Social Systems in North America

Canadian Social Structure

Most of the Canadian studies on social class systems have little relevance to the field of marketing because no attempt has been made to identify the values and behaviors which identify each class. Rather, the researchers have been dealing in statistical groups which may or may not have values and behaviors in common.

Blishen, 1951³⁷

Blishen's 1951 study, which classified occupations on a socio-economic basis, represented the first attempt at developing a national ranking of Canadian occupations.³⁸ Blishen's work, which was based largely on the work of Rossi and Inkeles³⁹ in the United States, used the occupational data in the decennial census of 1951. The average income and average number of years of schooling for each of 343 occupations were determined and each occupation was then ranked according to the combined scores. Blishen decided on the class intervals based on his awareness of the relative prestige ranking of occupations.⁴⁰

³⁷Blishen, "The Construction and Use of an Occupational Class Scale," pp. 519-531.

³⁸There was an earlier study by Jacob Tuckman, which has already been cited, in which only Montreal was considered.

³⁹Peter A. Rossi and Alex Inkeles, "Multi-dimensional Ratings of Occupations," Sociometry, XX, no. 3, Sept, 1957, pp. 234-51.

⁴⁰Blishen, "The Construction and Use of an Occupational Class Scale," p. 522.

Blishen proposed Canada's first social class system on the basis of his occupational rankings. His system was composed of seven classes ranging from professionals to unskilled labor. Table 1 shows the percentage distribution of the occupations by class. Table 2 enumerates several examples of the specific occupations which are representative of their class, and their income-education score.

Table 1
Occupational Distribution by Blishen's 1951 Scale

Class	Distribution Per Cent
1	1
2	10
3	7
4	7
5	34
6	20
7	21

Source: B. R. Blishen, "The Construction and Use of an Occupational Class Scale," Canadian Journal of Economics and Political Science, XXIV, no. 4 (1958), p. 531.

Further, Blishen analyzed the makeup of the occupational classes according to ethnic background. Two trends in the data occurred upon analysis. The British and Jewish ethnic groups were found to be over-represented in the top classes while the other ethnic groups were over-represented in the lower classes. Blishen found that 72.0% of the native Indians and Eskimos were concentrated in the lowest class.⁴¹

⁴¹ Ibid., p. 524.

Table 2
Selected Male Occupations from
Blishen's 1951 Occupational Class Scale

Class	Occupation	Scale
1	Judges	90.0
	Chemical engineers	77.8
	Architects	73.2
2	Professors	72.0
	Authors, journalists	63.4
	Retail managers	57.0
3	Commercial travellers	56.7
	Purchasing agents	54.8
	Actors	52.1
4	Manufacturing foremen	51.8
	Undertakers	51.3
	Radio repairmen	50.8
5	Compositors	50.4
	Farmers	49.2
	Meat canners	45.2
6	Metal moulders	45.0
	Bakers	43.8
	Carpenters	43.2
7	Janitors	41.6
	Shoemakers	40.2
	Hunters & trappers	32.0

Source: B. R. Blishen, "The Construction and Use of an Occupational Class Scale," Canadian Journal of Economics and Political Science, XXIV, no. 4 (Nov. 1958).

Despite the theoretical significance and methodological advantages of occupations as an indicator of class, certain limitations should be kept in mind. The occupational categories used are sometimes so broad that they include a large number of people of widely varying class positions.⁴²

Blishen pointed out that an accurate index of social class should in some manner measure total social position; it should be a summarizing measure of various prestige rankings given to an individual by virtue of his position in the many social structures of which he is a member.⁴³

To marketers, Blishen's 1957 article proposes the first usable Canadian social class system. However, as far as was known, his classes represented little more than statistical groups of income and education whose class divisions were arbitrarily decided.

John Porter⁴⁴

Porter's study, The Vertical Mosaic, has minimal relevance to marketing because he examined statistical groups who did not necessarily have any life of their own.

Porter examined W. Lloyd Warner's method and terminology but these were rejected because Porter's analysis of class was on a national or macrosociological scale. He believed that it would be impossible to determine the class structure of a large metropolis on the basis of social reputation. "In a large city, there is a greater residential and institutional segregation and people so segregated will see the class system in different perspectives."⁴⁵

⁴² Ibid., p. 521.

⁴³ Ibid., p. 521.

⁴⁴ Porter, The Vertical Mosaic.

⁴⁵ Ibid., p. 14.

Two of Porter's findings which have the greatest relevance to marketing are the stratification of classes by occupation and by education.

Occupation

Porter defines occupations into three categories (1) primary, which include the unskilled occupations, (2) secondary, which provide skill graduations within the blue collar sector and also skill and authority graduations within the managerial group, and (3) tertiary, which encompass non-industrial white collar world. Porter's figures are as follows:⁴⁶

<u>1911</u>	<u>1955</u>
Tertiary 30%	Tertiary 46%
Secondary 31%	Secondary 33%
Primary 39%	Primary 21%

The growth of a large tertiary level, as occurred in Canada from 1911 to 1955, means a much more complex and infinitely more graded class structure within the white collar world.

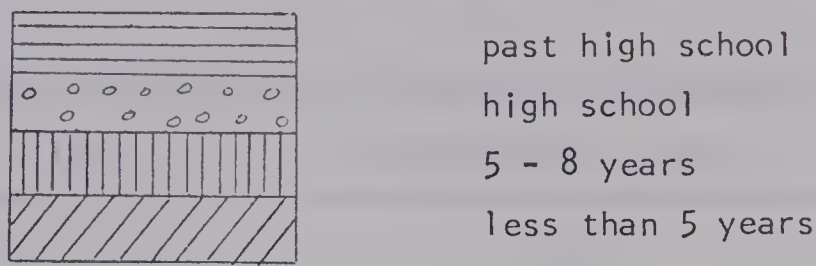
Although the work force is more highly skilled and now has a greater proportion of white collar than blue collar workers, many groups are threatened with downward social mobility because of technological change, because they live in a depressed area or because of their age.⁴⁷

Neither class, the white collar or the blue collar are homogeneous.⁴⁸

⁴⁶Ibid., p. 149.
⁴⁷Ibid., p. 154.
⁴⁸Ibid., p. 154.

Education stratification

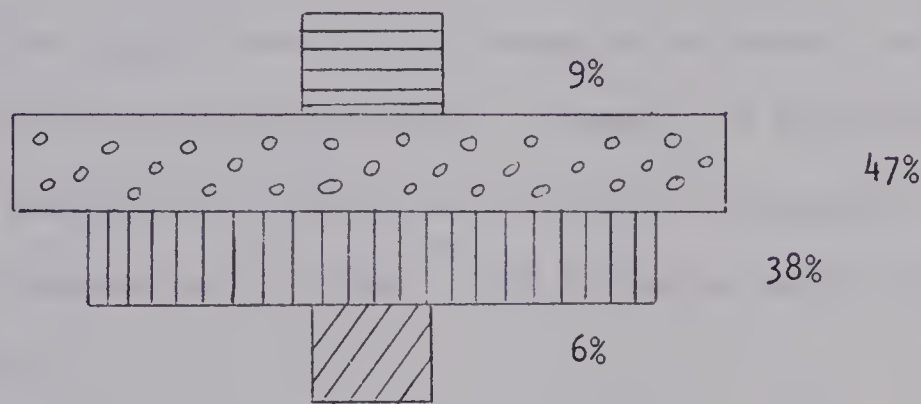
A profile of educational stratification was obtained by dividing the male population from sixteen to sixty-five into the following categories:



The 1961 educational hierarchy was:

Figure 1

1961 Male Educational Distribution



Many people, especially Richard Coleman,⁴⁹ have felt that education is a key determinant to social class. Porter's analysis would seem to verify this fact. Porter used Blishen's 1951 occupational scale to determine the relationship between occupational class and the number of children of high school age attending high school.⁵⁰

⁴⁹L. Rainwater, R. P. Coleman, G. Handel, Workingman's Wife, New York, Oceana Publications, Inc., 1959.

⁵⁰Porter, The Vertical Mosaic, p. 180.

The percentage distribution by class is presented in Table 3.

Table 3
High School Attendance by Occupational Class

Blishen's Occupational Class	Percentage at School
1	71.0
2	55.2
3	50.6
4	45.6
5	38.9
6	38.2
7	34.8

As the occupational class decreases in status, so does the percentage of children in high school. Further, if university students are examined in light of their father's occupation, this relationship becomes even stronger. The following table presents the distribution.

Table 4
University Attendance by Occupational Class

Father's Occupational Level	% of Students	% of Labor Force
Class 1	12.4	1.0
2	39.4	11.9
3	5.4	7.0
4	8.0	7.8
5	22.2	26.8
6	6.5	21.9
7	6.0	23.7

Based on the above tables, it is clear that the higher status classes are over-represented in education whereas the lower status positions are under-represented.

It would appear that Canada has a social class system which is extremely bottom heavy, as 72.4% of the labor force have occupations which are in the bottom three categories.

Peter C. Pineo and John Porter⁵¹

Pineo and Porter's study represents the first national study of occupational prestige in Canada.⁵² Based on earlier work by the National Opinion Research Center in the United States, the authors attempted to generate a Canadian prestige ranking which could test the occupational prestige differences between English and French groups in Canada, as well as prestige differences between the United States and Canada.⁵³

The method used was extremely simple. A respondent was given a ladder which contained nine levels. He was also given cards, which had a particular occupation title printed on them. He was asked to use the ladder as representative of the social hierarchy and place each occupation at the appropriate level, according to the perceived social standing of the occupation.⁵⁴ Upon completion, just less than 200 occupations were ranked.

The social system presented by the study had eight classes

⁵¹Pineo, Porter, "Occupational Prestige in Canada."

⁵²Ibid., p. 24.

⁵³Ibid., pp. 24-25.

⁵⁴Ibid., p. 26.

plus one for farmers. They were (1) professional, (2) proprietors, managers, and officials - large, (3) semi-professional, (4) proprietors, managers, and officials - small, (5) clerical and sales, (6) skilled, (7) semi-skilled, and (8) unskilled. Table 5 presents the social system as proposed by Pineo and Porter with several representative occupations and their prestige index.

Each class represents wide variations in prestige. As such, there is great overlapping between the classes. The occupation with the highest prestige is Provincial Premier, which is found in Class 2.⁵⁵ Pineo and Porter's ranking of the classes is based on the number of occupations classified, the mean score of the classes, and the standard deviation.⁵⁶

Bernard Blishen, 1961⁵⁷

Based on the work of Pineo and Porter, Blishen updated his original occupational scale by including their prestige variable, as well as his original income and education variables. Using the 1961 census data, Blishen constructed a regression equation which used the Pineo-Porter scores for the eighty-eight occupations which overlap the 1961 census list as the dependent variable, and used the corresponding income level and educational level indices as the independent variables. The regression weights that were determined were then applied to all census occupations. Applying the equation

⁵⁵ Ibid., p. 29.

⁵⁶ Ibid., pp. 33-34

⁵⁷ Blishen, "A Socio-Economic Index for Occupations," pp. 41-53.

Table 5
Selected Occupations from the
Pineo and Porter Occupational Prestige Scale

Class	Title	Occupation	Prestige Score
1	Professional	Physician Accountant	87.2 63.4
2	Proprietors & officials - large	Provincial Premier Advertising executive	89.9 56.5
3	Semi-Professional	Airline pilot Computer programmer	66.1 53.8
4	Proprietors & officials - small	Job counsellor Travel agent	58.3 46.6
5	Clerical & sales	Insurance agent Office clerk	47.3 35.6
6	Skilled	Airplane mechanic Butcher	50.3 34.8
7	Semi-Skilled	Policeman Assembly-line worker	51.6 28.2
8	Unskilled	Construction worker Janitor	26.5 17.3

Source: P. C. Pineo, J. Porter, "Occupational Prestige in Canada,"
The Canadian Review of Sociology and Anthropology, IV,
February 1967, pp. 24-40.

to the 320 occupations obtained from the 1961 census produced a socio-economic index score for each.⁵⁸

The rank correlation between this index and his 1951 occupational class scale was 0.96, indicating both stability in structure over time and similarity in results despite variations in procedure. The coefficient of multiple correlation between the Pineo-Porter scores and the income and education level scores was 0.919 for the eighty-eight matching occupations, indicating that Pineo-Porter prestige scores could be estimated with a relatively high degree of accuracy.⁵⁹

The basic difference between Blishen's two scales is the manner in which he divides the occupations into classes. In his original study, Blishen used his understanding of occupational prestige differences to divide the classes.⁶⁰ In his 1961 article, he used two methods. One method used the deciles for occupations; he took each class as ten per cent of the population. With this method he had ten classes with thirty-two occupations in each class. The second method was to divide the socio-economic index by the use of the ten's digit.⁶¹ This method produced six classes with the following distribution:

⁵⁸Ibid., p. 42.

⁵⁹Ibid., p. 50

⁶⁰Blishen, "The Construction and Use of an Occupational Scale," p. 522.

⁶¹Blishen, "A Socio-Economic Index for Occupations in Canada," p. 51.

Table 6
Class Frequency - Blishen's
1961 Occupational Scale

Class	Socio-Economic Index	Number of Occupations
1	70+	24
2	60 - 69	26
3	50 - 59	36
4	40 - 49	52
5	30 - 39	103
6	Below 30	79

Using his new scale and 1961 census data, Blishen calculated the percentage distribution of the provincial labor forces by class. Blishen concluded that Ontario and Alberta tend to have a high-scoring labor force, while the labor force in the Atlantic provinces scores low.⁶²

Table 7 presents examples of occupations which are representative of their class.

⁶² Ibid., p. 51.

Table 7
Selected Occupations From
the Blishen 1961 Occupational Class Scale

Class	Occupation	Socio-Eco- nomic Index
1	Chemical engineer School teachers	76.69 70.14
2	Accountants & auditors Owners & managers, Health & Welfare services	68.80 60.07
3	Security salesman & brokers Musicians & music teachers	59.91 50.93
4	Nurses-in-training Photographic processing occupations	49.91 40.05
5	Engineering officers, ship coremakers	30.00
6	Baby sitters Trappers & hunters	29.99 25.36

Source: B. R. Blishen, "A Socio-Economic Index for Occupations,"
The Canadian Review of Sociology and Anthropology, IV,
(1967) pp. 41-53

American Social Structure

Many studies have been conducted in the United States in an attempt to discover both class structure and class attributes. Most of these studies have been done in a small town or city and as such are limited in their applicability.

W. Lloyd Warner

Warner's studies include Yankee City, Old City, Jonesville, and a Negro district in Chicago. However, he is probably best known for the Yankee City study.⁶³ In this study, Warner selected a small and relatively homogeneous New England city which was not a suburb or satellite of a metropolis. His methods of Evaluated Participation and Index of Status Characteristics were employed. After several years of study by more than a dozen researchers, during which time 99% of the families were classified, the following classes were enumerated:

- (1) Upper-upper, 1.4% of the total population. This group was the old family elite, based on sufficient wealth to maintain a large house in the best neighborhood, but the wealth had to have been in the family for more than one generation.
- (2) Lower-upper, 1.6%. This group was, on the average, slightly richer than their upper-uppers, but their money was newer, their manners thus not quite so polished, their sense of lineage and security less pronounced.
- (3) Upper-middle, 10.2%. The moderately successful business and professional men and their families, but less affluent than the lower-uppers. Some education and polish were necessary for membership, but lineage was unimportant.
- (4) Lower-middle, 28.9%. The petty businessmen, the school teachers, the foremen in industry. This group tended to have morals that were close to puritan fundamentalism; they were churchgoers, lodge joiners and flag wavers.
- (5) Upper-lower, 32.6%. The solid respectable laboring people, who kept their houses clean and stayed out of trouble.
- (6) Lower-lower, 25.2%. The disrespectable and often slovenly people who dug for clams and waited for public relief.⁶⁴

⁶³W. L. Warner, P. S. Lunt, The Social Life of a Modern Community, New Haven, Yale University Press, 1941.

⁶⁴Kahl, The American Class Structure, p. 26.

Warner maintains that the breaks between all these prestige classes were quite clear, except for that between the lower-middle and upper-lower. Clear, that is, to the inhabitants of Yankee City.⁶⁵ Kahl concludes that Warner's classes are ideal-type constructs which help him organize a vast amount of data on attitudes and behavior.⁶⁶ They are not mere descriptions of the mental categories used by the inhabitants of Yankee City and Jonesville. Warner's study, because it is based on the variable of prestige within a community, makes it difficult to generalize to the whole society.⁶⁷

August B. Hollingshead

Hollingshead cooperated with the Warner research team in the Jonesville study. He was concerned with the study of adolescent behavior as it related to social class.⁶⁸ The method he developed was simple and effective and according to Kahl, probably the best technique available for studying the prestige stratification of a small community.⁶⁹ First, he developed a small list of families spread through the system and learned their prestige rank. Then Hollingshead asked informants to compare the rank of the families in his sample to those on the list. In this way the master or control list became the measuring rod.⁷⁰ Hollingshead's study revealed five

⁶⁵ Ibid., p. 27.

⁶⁶ Ibid., p. 29.

⁶⁷ Carman, The Application of Social Class in Market Segmentation, p. 15.

⁶⁸ Hollingshead, Elmtown's Youth.

⁶⁹ Kahl, The American Class Structure.

⁷⁰ Ibid., pp. 29-37.

classes as follows:

1. Class I	- social elite	3.1%
2. Class II	- high managerials and professionals	8.1%
3. Class III	- white collar, sales and skilled manuals	22.0%
4. Class IV	- semi-skilled factory workers	46.0%
5. Class V	- semi-skilled and unskilled laborers	17.8%
6. unknown		3.0%

One fact that did emerge from this study was the wide variation between Class III and Class IV. According to Hollingshead, this is indicative of the prestige gulf that exists between the two largest socio-economic groupings in Elmtown (Jonesville), namely, the "business and professional classes" and the "working class."⁷¹

Since Warner and Hollingshead rated 134 of the same families, a comparison could be made. It was found that they agreed on 80% of the families.⁷²

James M. Carman

After his survey of the literature up until 1965, Carman concluded that it is the cultural class dimension of social class which holds the greatest wealth for marketing.⁷³ He felt that it is the unique behavior patterns of individual classes, which includes values and attitudes, which is of prime importance to marketers.⁷⁴

⁷¹ Ibid., p. 38

⁷² Ibid., p. 39.

⁷³ Carman, The Application of Social Class in Market Segmentation, p. 32.

⁷⁴ Ibid., p. 61.

One of the purposes of Carman's study was to repudiate or correct some of the many criticisms levelled against Warner and his students.⁷⁵ His study was based on households selected from the 1960 United States Census of Population.⁷⁶ By using factor analysis, Carman rated his sample according to culture. Based on the proxy variables of occupation, education of household head, and expenditure for housing, each household was assigned a class position in the following hierarchy:⁷⁷

<u>Class</u>	<u>Percent</u>
upper	0.38
upper-middle	10.82
lower-middle	30.82
upper-lower	49.96
lower-lower	8.02

Using an analysis of home clothes dryer ownership, within the limits of the data, it was shown that households in these classes exhibited different behavior.⁷⁸

Carman, through a different approach and a national sample, built a fairly simple multiple criteria proxy classification scheme for assigning households to cultural classes.⁷⁹

Richard Centers

Centers' book, which was published in 1949, made an attempt

⁷⁵Ibid., p. 62.
⁷⁶Ibid., p. 42.
⁷⁷Ibid., pp. 42-59.
⁷⁸Ibid., p. 63.
⁷⁹Ibid.

to distinguish between social classes and social strata.⁸⁰ He defined social classes as internally cohesive and genuinely functional class groupings bound together by group consciousness, common interests, and sympathies. Social strata, on the other hand, were various categories of the population that were merely aggregates of people as defined by some objective criterion such as occupation or income.⁸¹

Centers' methodological approach was to interview a representative cross section of the adult white male population of the United States. Through the use of an attitude test, Centers hoped to prove that various social classes exhibited different attitudes and beliefs in the conservatism-radicalism sense.

Centers developed the following class structure:⁸²

<u>Class</u>	<u>Percent</u>
upper	4.0
middle class	36.0
working class	52.0
lower class	5.0
don't know	3.0

Center's principal discovery concerning values was that the middle class manifest a greater desire for self-expression while those of the working class express a desire for security.⁸³

⁸⁰ Richard Centers, The Psychology of Social Classes: A Study of Class Consciousness, Princeton University Press, New Jersey, 1949.

⁸¹ Ibid., pp. 26-29.

⁸² Ibid., p. 77.

⁸³ Ibid., pp. 151-58.

Emergent Values and Behavior

An attempt will be made to integrate several research studies, particularly Kahl's,⁸⁴ to develop (1) the values of the various classes as they are known and (2) a general value framework.

The following Kahl class structure will be utilized for the analysis:⁸⁵

upper class	1%
upper-middle	9%
lower-middle	40%
working class	40%
lower class	10%

Specific Values and Behaviors

Upper class

Kahl⁸⁶ combines the old elite and the new self-made men in this category. He describes this as a group that believes in tradition, in continuity of behavior with the past; they emphasize familism and lineage; they favor skills of graceful living and dilettanism, and tend to value man more than the accomplishment. They are conservative both in the sense that they want to maintain the status quo and because they revere the relics of the past. They are also liberal because their family position offers them enough security to permit self-expression.

This class, as it comprises only 1% of the market, is of little interest to marketers of mass products except as it serves

⁸⁴Kahl, The American Class Structure.

⁸⁵Ibid., p. 187.

⁸⁶Ibid., pp. 192-93.

as a reference group for the lower classes. However, the degree to which this group can influence the lower classes is disputed. Additional research is required.⁸⁷

The Upper-Middle Class

Kahl calls these people the active people who are the leaders of the American work world. The central value orientation of this group is the career of the husband. Their whole way of life - their consumption behavior, their sense of accomplishment and respectability, the source of much of their prestige with others - depends upon the success in a career. This success must be tastefully reflected in social participation and home decor.⁸⁸ These people demonstrate their position to themselves and others by their houses, furniture, clothes, and car.⁸⁹ They ignore the past. This leads them to seize upon the formalities of behavior as a substitute for the ease and pace of habit.

For marketers, this class represents the quality market for many products. These families purchase conspicuous products but they are careful.⁹⁰

Lower-Middle Class

This class, according to Kahl, is on the fence; they are

⁸⁷Engel et. al., Consumer Behavior, p. 290.

⁸⁸Richard Coleman, "The Significance of Social Stratification in Selling," found in S. H. Britt, H. W. Boyd Jr., Marketing Management and Administrative Action, McGraw-Hill Book Co., New York, 1963, p. 234.

⁸⁹Kahl, The American Class Structure, p. 199.

⁹⁰Engel, et. al., Consumer Behavior, p. 290.

very conscious of being in between the other classes. They cannot cling too strongly to career as the focus of their lives, for their jobs do not lead continuously upward. Instead, they tend to emphasize the respectability of their jobs and their life styles, for it is respectability that makes them superior to shiftless workers.

Education for their children, church going, conservative morals, and home ownership are manifestations of respectability.

Lower middle class women work more at their shopping than other classes. They acquire clothing and furniture one item at a time rather than as a coordinated unit. The wife seems to display high price sensitivity.⁹¹

Working class⁹²

Kahl summarizes the basic philosophy of the working man as:

there are few differences in pay or responsibility from job to job, year to year. There is not too much point in working hard to get somewhere, for there is no place to go.⁹³

The worker is not concerned with his public reputation, his personality or his consumption skills. He is oriented more toward enjoying his life and living well from day to day than saving for the future.⁹⁴

⁹¹ Ibid., p. 292.

⁹² For further detail see Rainwater, Coleman, Randel, Workingman's Wife.

⁹³ Kahl, The American Class Structure, pp. 205-206.

⁹⁴ Coleman, "The Significance of Social Stratification in Selling."

The purchase decisions of the working class wife are characterized as impulsive in the case of new decisions and brand loyalty in the case of previously purchased items.⁹⁵

Lower-lower

The lower class person reacts to their economic situation and to their degradation in the eyes of respectable people by becoming fatalistic. The central assumption is that the situation is hopeless. Instead of responsibility and concern for the future, the under-privileged worker has a desire for those pleasures that are open to him. He gets his kicks whenever he can, and this includes buying impulsively. The lack of planning in his purchases often causes him to adopt inferior decision strategies. He pays too much for products, he buys on credit at a high interest rate, and he does not evaluate the quality of the product in the way the other consumers do.⁹⁶

There is a tendency for marketers to overlook this market when planning. However, for certain products such as food, television sets, and cars, this class represents a large market.⁹⁷

A General Framework of Values and Behaviors

In their chapter on social classes and consumer behavior,

⁹⁵Engel, et. al., Consumer Behavior, p. 294.

⁹⁶Ibid., p. 295.

⁹⁷Ibid., p. 295.

Engel et. al.⁹⁸ point out the aspects by which social classes are different.

Motivation⁹⁹

Motives are defined as behavioral regularities or status of the organism in which energy is directed towards goals. These goals are a function of values of the culture to which an individual belongs. These goals and values are transmitted differentially among social classes.

Engel et. al. go on to state that each class sees the ideal man or ideal woman very differently. This difference is so great that market segmentation and product tailoring are absolute necessities for certain products.

Perception¹⁰⁰

Individuals perceive messages from the same sources differently because their values, beliefs and points of view are different. Because social class helps form these values and attitudes, it is key in understanding the selective perception process.

Personality¹⁰¹

Personalities vary among social classes. The traits which are found in the higher social classes are those which society

⁹⁸ Ibid., pp. 297-305.

⁹⁹ Ibid., pp. 297-98.

¹⁰⁰ Ibid., p. 298.

¹⁰¹ Ibid., p. 299.

prizes most. There is evidence that shows lower class individuals are more impulsive and uninhibited; middle classes, on the other hand, are more self-sufficient and dominant.

Learning and intelligence¹⁰²

The higher an individual's class, the greater the probability that he will have high intelligence and learn rapidly. This is a natural expectation because of a greater access to education, more encouraging home values and better health, all of which correlate with social class.

Engel et. al. suggest that in disseminating information, that it must be geared towards the level of understanding of the target market. One finding that is particularly relevant in this area is that lower classes have less ability to understand complexity and abstraction.

The family¹⁰³

There are marked differences in the structure and behavior of families in different social classes. Several of the findings are particularly relevant to marketing. First, because husbands and wives usually come from homogeneous class backgrounds, class is a good variable for market segmentation when compatibility within couples is desired. Second, upper social classes tend to engage in leisure activities on a couple basis rather than individually. Because of this, different media and appeals are useful among

¹⁰² Ibid., pp. 299-300.

¹⁰³ Ibid., pp. 300-301.

classes. Third, the decision-making process differs among social classes. Middle and upper class males are more permissive and equalitarian in ideology but they have greater authority over their wives and children than do lower classes. Thus, the man may carry a veto power over many decisions the wives are making. And fourth, different social classes prize different values and behavior in their children.

Cultural patterns¹⁰⁴

Each social class has a language pattern that identifies the class. This must be considered in advertising and salesmen selection. Different social classes have different recreational patterns, sexual behavior, and day to day activities.

Decision process¹⁰⁵

Social class is an important variable in determining differential decision processes. Different social classes spend varying amounts of time at each stage.

Information sources¹⁰⁶

Different social classes rely on different information sources. For example, working class women tend to rely heavily on friends whereas middle class women rely heavily on the media for information.

¹⁰⁴ Ibid., pp. 301-303.

¹⁰⁵ Ibid., p. 303.

¹⁰⁶ Ibid., pp. 303-304.

Purchasing processes¹⁰⁷

Social status has a great deal of effect on where and how people feel they should shop. Evidence indicates that lower status people prefer local face-to-face places where they get friendly service and easy credit. Upper-middle housewives feel more confident and will venture to new places. A recent study indicates that consumers have an image of what social class a store appeals to, even if the consumer has never shopped there.

Recent Research on Marketing and Social Class

Specific studies and articles which have been written in the field of social class and consumer behavior will be reviewed. All of the studies are American.

Fashion

In a study done in the early 1950's, fashion in women's clothes was analyzed in light of the American social structure.¹⁰⁸ The data was derived by studying the fashion copy of various fashion magazines from the period 1930 - 1950. Clothes to a woman are a method of showing the economic value of her household. Women can perform the consumption function in general and the buying and wearing of clothes more or less effectively. Not only can a wife's

¹⁰⁷ Ibid., p. 304.

¹⁰⁸ Bernard Barber, "Fashion in Women's Clothes and the American Social System," Social Forces, 31, December, 1952, pp. 124-131.

good taste enhance her family's social status, but her skill in maximizing the number and quantity of the clothes she acquires on a given budget also count. The clothes fashion cycle is based on the trickle effect - that is, from the original of the Paris designer, to selected distribution, to mass marketing. This trickle system is perpetuated because the American class system makes some women continually seek symbols of their difference from those just below them in the class system while at the same time making other women continually seek for symbols of their equality with those just above them in the class system. Barber discovered that various classes define fashion differently. For example, the old elite stress the esthetic functions of clothes to the expense of fashions. The lower-upper class stress high fashion while the middle and lower classes want clothes to be conservative but smart.¹⁰⁹

Barber's conclusion was that fashion is not socially irrational. Fashion behavior has functions for many different aspects of the American social system.¹¹⁰

Warning also did a study on the effects of social class on clothing behavior.¹¹¹ Warning studied the purchase behavior of mothers of girls age seven, eight, and nine, in Des Moines, Iowa. Her results support the theory that social class members recognize that they belong to a social group and want to own and use clothes

¹⁰⁹Ibid., pp. 128-29.

¹¹⁰Ibid., p. 131.

¹¹¹Margaret C. Warning, The Implications of Social Class for Clothing Behavior, Ph.D. thesis, Graduate School, Michigan State University, 1956.

which give them the feeling of group solidarity because the garments are similar to the clothes worn by the other members of the social class.¹¹² Several of the findings have particular relevance to consumer behavior. Namely - (1) the mothers purchased selected garments in different kinds of stores, (2) the average price paid varied with the social class, (3) price was less important to upper-middle class than to lower-middle class, and (4) the differences in reference to brand purchase differed between classes.

Social Classes and Spending Behavior

Pierre Martineau, a leading proponent of applied science, has written several articles about social class. These articles are not descriptions of particular studies but rather the findings of many studies which were conducted by Martineau, set forth in a general framework.

In one of his first articles, Martineau proposed that social class provides a rich dimension for market segmentation.¹¹³ Martineau attempted to apply Warner's technique, which had questionable significance to large cities, to Chicago. Martineau proved that there is a social class system operative in a metropolitan area which can be delineated. Further, class membership was an important determinant of the individual's economic behavior, even more so than in a smaller city. Martineau developed the following class structure:¹¹⁴

¹¹² Ibid., p. 139.

¹¹³ Martineau, "Social Classes and Spending Behavior," pp. 121-30.

¹¹⁴ Ibid., p. 125.

upper and upper-middle	8.1%
lower-middle	28.4%
upper-lower	44.0%
lower-lower	19.5%

He felt that there is a rough correlation between income and social class but that social class is the only variable which can explain many facets of behavior. Martineau stated that the most important function of retail advertising today, when prices and quality have become so standard, is to permit the shopper to make social class identification. There is also a relation between class and communication abilities which Martineau said was based on different symbol systems.¹¹⁵

Martineau also found that the higher the individual's class position, the more likely he was to express some saving aspirations. Further, noninvestment saving appeals to lower-status people whereas investment saving appeals to the upper-status person.¹¹⁶

Martineau enumerated some of the psychological differences between the middle and lower class. Where the middle class is pointed toward the future, more rational and self-confident, the lower class is pointed to the present and past, non-rational and very concerned with security.¹¹⁷

The conclusions of Martineau's paper were (1) that there is a social class operative in metropolitan areas which can be

¹¹⁵ Ibid., pp. 125-28.

¹¹⁶ Ibid., pp. 128-29.

¹¹⁷ Ibid., p. 129.

isolated and described; (2) that it is important to realize that there are far reaching psychological differences between the various classes; and (3) that consumption patterns operate as prestige symbols to define class membership, which is a more significant determinant of economic behavior than mere income.¹¹⁸

In a later article, Martineau proceeded from the above findings to examine areas of buying behavior.¹¹⁹ In his attempt to justify his position, Martineau cited several studies which he had been involved in as Director of Research and Marketing for the Chicago Tribune. Martineau believes that every retailer must learn to adjust to the psychological demands of his particular group of customers. Further, he concluded that a store's style of advertising conveys more than the goods advertised - it portrays that the store is reaching out to a very definite class segment of the market. As such, this advertising must be geared to the market it is aimed at.¹²⁰

In another study, Martineau found: (1) a very high correlation with the social class values and the exterior of the house, the esthetic appeal or lack of it in the landscaping, what neighborhood it would probably be in, etc.; (2) the farther down the social ladder one goes, the more has "modern" become the dominant motif; and (3) the handling of money follows class lines - that is, where to save, what to save for, where to borrow, etc.¹²¹

¹¹⁸ Ibid., p. 130.

¹¹⁹ Martineau, "Social Class and It's Very Close Relationship to Individual's Buying Behavior," pp. 185-192.

¹²⁰ Ibid., pp. 188-89.

¹²¹ Ibid., p. 191.

Class and Conservatism

Social class and adoption of innovations were compared by Saxon in order to see if the upper class desired to maintain the status quo and the lower class tried to innovate.¹²² A sample of 150 families in New Haven, Connecticut was compared on their adoption of television, canasta, supermarkets, Blue Cross and Medical Services. Basically, none of the strata prove consistently conservative or liberal. For example, the upper classes were conservative in adopting television, whereas the lower classes were conservative in adopting canasta. Both were conservative in adopting supermarkets. Saxon concluded that the innovation, if it is to be accepted, must be compatible with the class culture.¹²³

Brand Choice and Social Stratification

Ferber studied the relationship between social class and brand choice.¹²⁴ By using cars and washing machines he attempted to discover the extent to which the ownership of particular brands of these goods becomes more homogeneous among consumer groups as the level of aggregation declines. The results suggested that in some way purchases of particular brands may be tantamount to purchase

¹²²Graham Saxon, "Class and Conservatism in the Adoption of Innovation," Human Relations, Vol. 9, 1965, pp. 71-78.

¹²³Ibid., pp. 194-98.

¹²⁴Robert Ferber, "Brand Choice and Social Stratification," The Quarterly Review of Economics and Business, 2, Feb. 1962, pp. 71-78.

of different products, despite the fact that the products are meant to serve the same purpose.¹²⁵

Social Class and Leisure

White studied the effect of social class on leisure activities.¹²⁶ His sample of families in an Ohio county was random and Warner's ISC scale was used to develop the social classes. The uses of leisure were found to be conditioned by social class. Age and sex also had some effect. The upper-middle class were found to prefer libraries, home diversions and leisure-study groups, whereas the lower status groups preferred parks and playgrounds, churches, museums and commercial entertainment.

Social Class and Income

In a well-known article, Coleman examined some products whose purchases could not be explained by social class.¹²⁷ After examining Warner's social class concept, Coleman proposed that income and social class, when combined, make a valuable predictor of behavior. His basic thesis was that within each social class there are people who are overprivileged, average, and underprivileged in terms of income for that class. However, they all have to buy

¹²⁵ Ibid., p. 78.

¹²⁶ R. Clyde White, "Social Class Differences in the Uses of Leisure," American Journal of Sociology, 61, September, 1955, pp. 145-50.

¹²⁷ Coleman, "The Significance of Social Stratification in Selling," pp. 232-42.

the same types of goods to meet the class requirements. The underprivileged have to struggle to meet the requirements while the overprivileged have excess money after the requirements have been met. In analyzing the car market, it was the underprivileged of each class who bought the compacts and the overprivileged of each class who bought the Cadillacs. Coleman's basic contention was that it is the overprivileged members of each class that represent the quality market today.

In a recent study, Coleman's research was examined and a new concept, that of relative occupational class income, was proposed.¹²⁸ Peters' basic contention is that social class is extremely difficult to measure and because of this, it is more appropriate to use family income relative to the family's occupational class. With this new concept, the automobile market was examined. The findings agree with those of Coleman's - that is, there is an overprivileged and underprivileged group of people whose behavior in the car market can be explained by this concept.

Class Differences in Family Decision Making

In a survey of the literature on husband-wife communication, Komarovsky looked into the family decision-making process in order to determine the effects of social class.¹²⁹ The following

¹²⁸W. H. Peters, "Relative Occupational Class Income: A Significant Variable in the Marketing of Automobiles," Journal of Marketing, April, 1970, pp. 74-79.

¹²⁹Mirra Komarovsky, "Class Differences in Family Decision-Making on Expenditures," found in Nelson N. Foote, ed., Household Decision-Making, New York University Press, New York, 1961, pp. 255-65.

were the conclusions:

- (1) There is a low joint involvement for the low-income group, high for the middle-income group and again low for the high-income group.
- (2) The amount of responsibility taken by the wife increases inversely with status level, being least in the high area and greatest in the low area.
- (3) Although the results are overturned by some other studies, it would appear that lower-class homemakers have more of a voice in financial planning than middle class housewives.

Social Class and Life Cycle as Predictors of Shopping Behavior

With recent changes in social and economic circumstances, many have begun to doubt the effectiveness of social class and life cycle as an explanation for consumer behavior. A recent study set out to see if this was the case.¹³⁰ The data consisted of four thousand personal and telephone interviews in Cleveland and New York. Warner's ISC Scale was used to classify social classes. This study examined women's interests in fashion, sources of shopper information, inter-personal influences on shopping, shopping enjoyment, shopping frequency, importance of shopping quickly, browsing, downtown shopping, and type of store preferred. Rich and Jain concluded that the differences in shopping behavior of social classes was diminishing. They suggested that marketers must re-examine the concept's usefulness. However, using chi-square analysis, some differences were found: (1) the frequency with which women shopped

¹³⁰S. A. Rich and S. C. Jain, "Social Class and Life Cycle as Predictors of Shopping Behavior," Journal of Marketing, February, 1968, pp. 41-48.

during the year was significantly associated with social class; (2) the higher the social status of a woman, the more she considered it important to shop quickly; (3) the lower the class, the more the shopping is done downtown; (4) the high fashion store is more important the higher the class; (5) the price appeal store was inversely related to social class.¹³¹

Social Class and Credit

In a recent study, social class influence on bank credit card usage was examined.¹³² The study was done in a large Eastern city using Hollingshead's two-factor scale to classify social class. It was discovered that the higher social classes have a wider range of goods deemed acceptable to buy on credit. Mathews and Slocum felt that this was caused by a quest for distinction and achievement. Another finding was that installment users, who were predominantly members of middle and lower-middle classes, had a favorable attitude toward credit and purchasing merchandise with bank credit cards, and generally used their cards more than convenience users. The basic finding was that commercial bank credit card holders exhibit different card-use patterns related to class membership.¹³³ Members of the lower social classes tended to use their cards for installment

¹³¹ Ibid., p. 44.

¹³² A. C. Mathews and J. W. Slocum, Jr., "Social Class and Commercial Bank Credit Card Usage," Journal of Marketing, January, 1969, pp. 71-78.

¹³³ Ibid., p. 78.

purposes while upper classes used them for convenience. The authors suggested that this was related to the concept of delayed gratification.

In a follow-up article, the authors have re-examined their first study.¹³⁴ Their findings suggested that social class was not the most useful market segmentation variable in the area of consumer credit and behavior. The social class concept did not appear to be a more significant determinant of consumer behavior than amount of income.

Use of the Social Class Concept by Marketers

Wasson, in a recent article, suggests that marketers have not yet begun to properly utilize the social class concept.¹³⁵ He felt that people were still using income classes as synonymous with social class when it was occupation that they should be examining. According to Wasson's analysis of the 1960 Bureau of Labor Survey of Consumer Expenditures, occupation, and not income, determines the proportion of spending allocated to some of the most important purchases. Wasson felt that market segmentation was influenced strongly by a complex of cultural influences, of which occupation and the other aspects of social class are important elements.

¹³⁴J. W. Slocum, Jr., and H. C. Mathews, "Social Class and Income as Indicators of Consumer Credit Behavior," Journal of Marketing, April, 1970, pp. 69-73.

¹³⁵C. R. Wasson, "Is it Time to Quit Thinking of Income Classes?," Journal of Marketing, April, 1969, pp. 54-57.

CHAPTER III

Study Variables and Hypotheses

Variables

Independent variables

Based on the work of Warner,¹ Hollingshead,² and Blishen,³ the proxy variables chosen for this study were: (1) occupation, (2) education, (3) source of income, (4) house type, (5) dwelling area, and (6) ethnic background.

Because the various divisions of each variable are extremely important to the determination of the class structure, great care was taken with the selection and adaptation of the Warner and Hollingshead scales.

For the occupational variable, the scales as proposed by Blishen 1951, Blishen 1961, and Pineo and Porter were used. As such, caution was exercised in collecting extremely specific data on the occupation of the household head.

The Hollingshead educational scale was modified to take into account the large section of Canadians who are graduates of technical schools and junior colleges. Hollingshead's sixth category,

¹Warner, Social Class in America, pp. 131-159.

²Hollingshead, Social Class and Mental Illness, pp. 387-97.

³Blishen, "Social Class and Opportunity in Canada," pp. 110-27.

junior high school, was eliminated by combining it with the divisions above and below. The final scale used was:

- (1) graduate degree, courses or training
- (2) university graduate
- (3) technical or junior college graduate
- (4) some university or technical school
- (5) high school graduate
- (6) some high school (completed Grades 9 - 11)
- (7) less than eight years of school..

Warner's source of income scale was taken as proposed. However, specific definitions for the categories were developed by the author. Warner's inherited wealth category was defined as an inheritance greater than \$100,000. Earned wealth was considered as an income greater than \$75,000 per year. Profits and fees were defined as income from investments or specialist fees such as those of a doctor or lawyer. Warner's salary category was income paid as a specific amount per week, month, or year. Income paid as a specific amount per hour was the definition of Warner's wage category. Private relief was income from companies or agencies in lieu of accidents or death. The last category, public relief, was described as income from federal, provincial or municipal agencies in lieu of an inability to work.

Both Warner's house type scale and dwelling area scale were used. Because the test area had no slums, Warner's seventh category on each scale, very poor houses and very low districts, was eliminated. The remaining house type categories were:

- | | |
|----------------------|--------------------|
| (1) excellent houses | (4) average houses |
| (2) very good houses | (5) fair houses |
| (3) good houses | (6) poor houses |

The dwelling areas were:

- | | |
|-------------------|-------------------|
| (1) very high | (4) average |
| (2) high | (5) below average |
| (3) above average | (6) low |

The ethnic background scale, which was developed by the author, attempted to combine sets of cultures which held similar social positions in Canadian society. After determining whether or not the ethnic background of the household head was Canadian, the male ancestry on both the male and female sides of the family was examined. The categories were:

- | | |
|---------------------|----------------------|
| (1) Anglo-Saxon | (4) Other European |
| (2) French | and Scandinavian |
| (3a) White American | (5) Other white |
| (3b) Black American | (6) Color minorities |

Dependent variables

Based primarily on the specific studies enumerated in the latter part of Chapter II, the specific shopping behaviors, media habits, and products were selected.

Under shopping behaviors, the following eight behaviors were selected:

- (1) the source that people generally use to find information on (a) new products and (b) fashion trends,
- (2) the interpersonal influences on difficult shopping decisions,
- (3) the usual shopping companion,
- (4) the frequency of shopping for products other than grocery items,

- (5) the usual shopping place, that is, downtown, Jasper Place, or shopping centers, for products other than grocery items,
- (6) the importance of shopping quickly,
- (7) the type of store (specialty, department, discount, department, or convenience store) that (a) television set and (b) living room furniture would be purchased in,
- (8) the most important aspect of retail stores, other than grocery stores.

In the media habits category, the following five areas were selected:

- (1) the type of magazine read in the home,
- (2) the ownership of newspaper subscriptions,
- (3) the sections of the newspaper which are read,
- (4) the radio station generally listened to,
- (5) the mealtime television exposure.

The following five areas were selected for the product ownership group:

- (1) ownership of (a) snow skiing, (b) golf and (c) tennis equipment,
- (2) ownership of travel trailers,
- (3) the number of weekends spent away from home,
- (4) the last vacation activity,
- (5) the ownership and use of credit cards.

Hypotheses and Research Questions

The hypotheses used in this study fall into two areas; (1) the hypotheses testing the relationship between the proxy variables and the consumer behaviors and (2) the hypotheses testing the superiority of the various proxy variables. As well, several research questions were used to direct the study.

Proxy variables

Hypothesis 1: There is no significant relationship between the behavioral areas of shopping habits,⁴ media exposure,⁵ and product ownership,⁶ and the present Canadian social class scales, the Blisshen 1951 scale, the Blisshen 1961 scale, and the Pineo-Porter scale.

⁴Shopping habits were measured by the following behaviors: (a) source of shopper information, (b) inter-personal influences on shopping behavior, (c) usual shopping companion, (d) shopping frequency, (e) distribution of downtown versus suburban shoppers, (f) importance of shopping quickly, (g) type of store preferred for the purchase of (i) a television and (ii) living room furniture, (h) most important aspect of retail stores.

⁵The media exposure variable was measured by the following behaviors: (a) type of magazine read at home, (b) newspaper subscriptions, (c) sections of the newspaper read, (d) radio station listened to, (e) television exposure during the evening meal.

⁶The product ownership variable was measured by the following: (a) ownership of snow skiing, golf, and tennis equipment, (b) ownership of travel trailers, (c) number of weekends spent out of the city, (d) the activity on the last vacation, (e) the ownership of oil company, department store, and bank credit cards, (f) the payment schedule used for credit repayment.

Hypothesis 2: There is no significant relationship between the behavior areas of shopping habits, media exposure, and product ownership, and the proxy variables of education, house type, and dwelling area.

Proxy variable superiority

Hypothesis 3: There is no significant difference in the abilities of the three occupational scales, the Blishen 1951, the Blishen 1961, and the Pineo-Porter, to discriminate between the consumer behaviors of shopping habits, media exposure, and product ownership.

Hypothesis 4: There is no significant difference in the abilities of the proxy variables of occupation, education, house type, and dwelling area, to discriminate between the consumer behaviors of shopping habits, media exposure, and product ownership.

Research questions

Research Question 1: If there are differences in the behaviors of the various social classes, how does each class behave?

Research Question 2: Are the behaviors of the various Canadian Social classes similar to the behaviors of the American social classes?

Research Question 3: Is there a significant relationship between social class, as defined by the superior proxy variable, and (1) ethnic background and (2) source of income?

Sample Location and Size

Sample Location

In order that the subject of the behaviors of various social classes could be approached, it was necessary that a sample which represented all levels of Canadian society be generated. The sample, however, did not have to reflect the various sizes of the

particular groups.

Originally, a city-wide sample from a small Alberta city such as Red Deer was considered in order to get around the massive problems of attempting a representative socio-economic sample in a city the size of Edmonton. However, it was felt that the small city sample might be more influenced by the particular culture of the small city and therefore be of little use in application to metropolitan areas. An attempt was made, therefore, to draw a representative sample from the Edmonton area.

The instrument used to discover the social class of a particular area was a combination of Warner's house type scale and dwelling area scale.⁷ In ranking a particular population, the researcher drove through the area ranking many of the houses according to Warner's house type scale. This scale is a subjective scale which can be applied to any area because it is based on the best and worst houses in the community to which it is to be applied.

In setting up the scale for use in Edmonton, the best houses, the worst houses, and the average houses in the city had to be found and accurately described. The descriptions are based on size of the house, condition of the house, style of the house, size of the lot, and landscaping. The next step was to adjust Warner's seven-point scale to these base points and fill in the descriptions for the other levels. When this was done, the scale had the following levels and descriptions:⁸

⁷Warner, Social Class in America, pp. 149-54.

⁸Based on Warner's scales, Ibid., pp. 149-50.

- Type 1 - Excellent houses. This includes only houses which are large single-family dwellings in excellent repair and surrounded by large lawns and yards which are landscaped and well cared for. These houses have an element of ostentation with respect to size, architectural style, and general condition of yards and lawns.
- Type 2 - Very good houses. All houses which do not quite measure up to Type 1 belong to this category. The primary difference is size, both of house and yard. These are slightly smaller, but still larger than utility demands for the average family. The architecture tends to be more conservative.
- Type 3 - Good houses. They are only slightly larger than utility demands. They are more conventional and less ostentatious than Type 2. The houses are on small lots with minimal landscaping.
- Type 4 - Average houses. These are generally one-storey stucco bungalows with limited painted wood trim. They generally have two to three small bedrooms plus a basement. They are of conventional style, situated very close to the roadway and have lawns well cared for but not landscaped.
- Type 5 - Fair houses. Included here are houses which are not quite as good as Type 4. The major differences between this category and Type 4 are that these houses are generally in poorer condition, have smaller lots, and uncared for lawns. This category also includes small houses in good condition.
- Type 6 - Poor houses. In this category, size is less important than condition in determining evaluation. Houses here are badly run-down but have not deteriorated sufficiently that they cannot be repaired. They suffer from lack of care. Although they are sometimes surrounded by debris, they are situated on large roomy lots which eliminate the categorization as a slum area.

Once the houses in the general area had been ranked by the house type scale, Warner's dwelling area scale was applied to the area. This scale takes cognizance of the fact that most

cities are divided into a series of ecological areas which are considered to have unequal prestige and unequal value, both socially and economically. The same method was used to adapt this scale to Edmonton. Once this was done, the following scale resulted:⁹

- Area 1 - Very high. The best houses in the community are situated here. The streets are wide, clean, and the homes are set back quite a distance from the road. Often, the property value is high because the area borders on a park, ravine, or river.
- Area 2 - High. This category includes dwelling areas felt to be superior and well above average but a little below the top. There are fewer large pretentious houses in this area than in the first. However, the chief difference is one of reputation.
- Area 3 - Above average. This area is a little above average in social reputation and house type. The houses are nice but not pretentious. The streets are clean and paved and the houses are well looked after.
- Area 4 - Average. This area is dominated by small unpretentious houses which are neat in appearance.
- Area 5 - Below average. All the areas in this group are undesirable because they are close to factories or because they include the business section of town. There are more run-down houses than are in the above areas.
- Area 6 - Low. These areas are run-down and semi-slums. The houses are small and deteriorating and are set fairly close together. Many of the yards are cluttered and sometimes the streets are not paved.

Once the two scales had been applied, the area was given a general ranking according to the dwelling area scale. After several areas in Edmonton had been examined in this manner, an area

⁹Ibid., pp. 151-54.

which seemed to offer the best cross-sectional representation was selected.

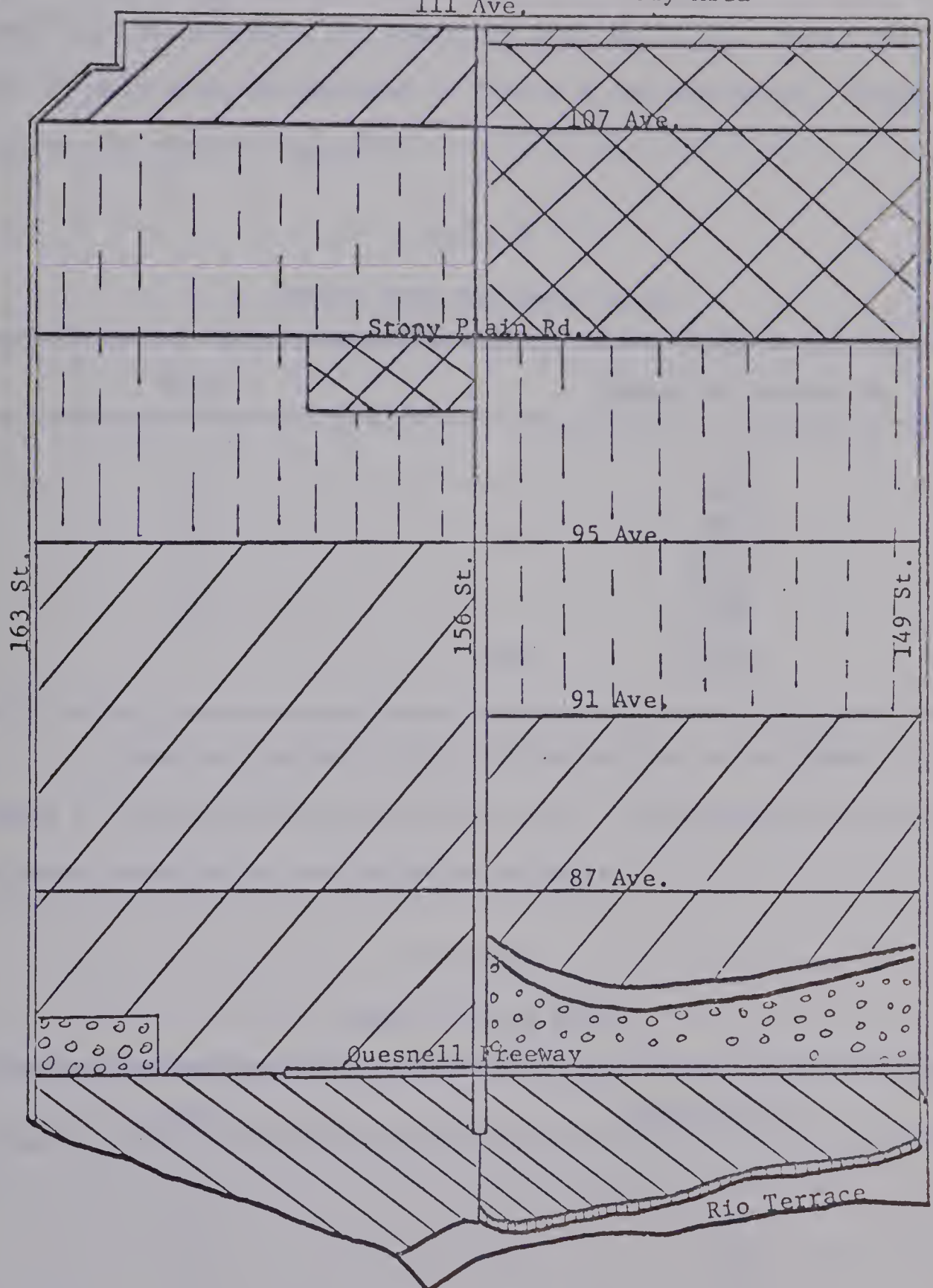
The area selected for study is bounded by 111 Avenue on the north, the North Saskatchewan River on the south, 149 Street on the east, and 163 Street on the west. As can be seen by an examination of Figure 2, the study area, according to Warner's scales, represents a continuum of Canadian socio-economic society. As one moves from the extremely wealthy people located by the North Saskatchewan, to the poorer people located near the industrial area of 111 Avenue, a cross-section of Canadian home owners is represented. The poorest houses are located from 98 Avenue to 103 Avenue which is downtown old Jasper Place. Although Figure 2 portrays distinct areas, in actuality the division lines are very fuzzy.

Sample Size

Based on the approximate population size of Jasper Place, an estimate of 35,000 people was made for the study area. Because the study would be made on a household basis, an estimate of 8,750 households was made by dividing the estimated population by the Edmonton average of approximately 4 people per household (i.e., 2 parents and 1.9 children).

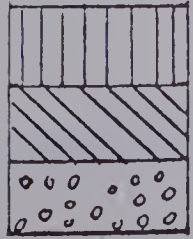
In order that a pilot study could be run on the stratified area, the study area was cut in half. The area to the east of 156 Street was the study area, while the area to the west of 156 Street was the pilot area. The east side was chosen as the study area

FIGURE 2
SOCIO-ECONOMIC STRATA OF THE STUDY AND PILOT AREAS
Pilot Area Study Area



Code:

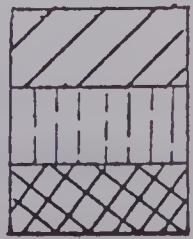
North Saskatchewan River



Area 1 - Very High

Area 2 - High

Area 3 - Above Average



Area 4 - Average

Area 5 - Below Average

Area 6 - Low

because it contained all of the dwelling area types. The estimated population by household for the study area was 4,375. Next, the size of each area, as depicted in Figure 2, was estimated. These figures are shown in Table 8.

Table 8
Sample Area Household Count

Area	Number of Households
1	125
2	500
3	300
4	2250
5	1000
6	200
Total	4375

Based on the above distribution and the error factor, a sample of 110 households was decided upon. The households were to be drawn according to the following schedule:

Table 9
Sample Size by Area

Area	Sample Size
1	15
2	20
3	20
4	20
5	20
6	15
Total	110

This sample represents an error factor¹⁰ of 0.089 at the 95 per cent level of confidence.

Interview Design and Method of Presentation

Interview Design

The key factors considered when determining the type of data collection procedure to use were (1) response rates and (2) control of the data collection procedures. Because the time necessary to answer the questions was considerable and because of the specific demands of the data, the interview procedure was decided upon. However, the structure of the interview was drastically limited by the use of a formalized questionnaire. By using this method, the interview advantages of high response rates and control of procedures were coupled with the ability to hire inexperienced interviewers.

Appendix I contains a sample of the questionnaire used. The questionnaire is divided into two areas, background information and consumer behavior. The proxy variables of social class are dealt with by questions 1, 2, 3, 4, 7 and the two codes on page 7. The shopping pattern behaviors are included in questions 8, 9, 10, 11, 12, 13, 14, and 15 whereas questions 16, 17, 18 and 19 deal with media exposure. Product ownership is the subject of questions 20, 21, 22, 23, 24, 25, and 26. Questions 1(b), 5, 6, and 27 generated data to be used in another study.

¹⁰Calculated by: $\frac{E}{Z} = \sqrt{\frac{p(1-p)}{n}} \cdot \sqrt{\frac{N-n}{N-1}}$

All questions, except 1, 17, and 19 are forced-choice types. However, most possible responses are included.

Interview Presentation

Selection of actual respondents

Once the strata of the study area had been located and the number of necessary interviews decided upon, the next step was to select the actual households to be included in the study. The method used was very simple. Once a detailed map of the various strata areas had been drawn, a random starting point on the perimeter was selected. From that point, the author drew a random path through the area. See Appendix II. The streets and the sides of the particular streets were chosen without any knowledge of the particular types of people who lived there. The random path, however, did cover most of the strata area. Beginning at the starting point, every third house on the random path was included in the study until the required number of interviews had been obtained. If a refusal or not-at-home was found, the house next door was substituted. Then the method of using every third house was followed from there.

Interview techniques

Based on the number of interviews needed and the various strata areas, three interviewers were hired. All the interviewers were female, under thirty, and attractive. An attempt was made to match personal characteristics and appearance of the interviewer to

particular socio-economic groups.

The three interviewers were each assigned two adjoining socio-economic strata as their interview area. An in-depth discussion with the author was held in order to give each interviewer an understanding of (1) the types of people she would be dealing with and (2) the intention of the questionnaire and the necessary data forms. During the discussion, the appropriate mode of dress for the interviewer was decided upon. Each interviewer was given a letter from the faculty advisor of this thesis and the author authenticating the study. See Appendix III.

Pretest

In order to test the questionnaire and interview technique, a pretest was run in the pilot area. One house was randomly selected from each of the five possible strata in the pretest area (no houses in the excellent category are found in this area). The interviewer, who has been matched to the top two socio-economic levels, was accompanied by the author during the pretest. Because the questionnaire had been carefully examined and tested before the actual market pretest, no problems were found with it. However, drastic problems occurred in the interview procedure in the two low socio-economic groups. The response rate for the pretest was 100% for the very good and above average areas, 50% for the average area, and 0% for the two lower groups. In attempting to get a response in the two lower groups, six houses were visited and all refused to cooperate. The interviewer and the author were regarded with

extreme suspicion and lack of interest. After careful examination of the procedure, it was decided that (1) the interviewer and the author were very over dressed and (2) two interviewers made these people uneasy. On this basis, the interviewer who had been assigned the area was "dressed down" and given ten one dollar bills to entice people, if necessary, into the interview. She was sent into the pre-test area alone with instructions to offer the dollar only if people hesitated in their acceptance or refusal. The second response rate was 100% for both areas. Based on these results, the interview and questionnaire were approved and study completed.

Study Response and Data Coding

Response to the Study

In order to get 110 completed interviews, 280 homes were contacted. Thirty-five homes refused to cooperate while 135 houses had no one home. The refusal rate, based on the 110 completed interviews was 24.1%. The breakdown by area is as follows:

Table 10
Refusals by Area

Area	n	Refusal Frequency	% Refusal
1 & 2	35	4	11
3	20	14	40
4	20	6	17
5	20	3	9
6	<u>15</u>	<u>8</u>	<u>23</u>
Total	110	35	100

Of the 110 completed interviews, only one was purchased by the dollar.

Data Coding

Once the interviewers returned the completed questionnaires, the author retraced the interviewer's path and rated each of the respondents' homes by Warner's house type and dwelling area scales. These were recorded in Code A and Code B respectively on the last page of the questionnaire.

Once all houses had been coded, the major occupational coding was completed. Each household head was given three occupational codings according to his socio-economic or prestige class on the Blishen 1951, Blishen 1961, and Pineo and Porter occupational scales. Next, the first magazine which was first mentioned in response to question 17 was categorized according to the following scale: (1) news, (2) women's, (3) men's, (4) pulp, (5) other, (6) none. The next coding step was to give all radio stations, which were mentioned more than four times, a category and a code. The remaining stations were combined into a category called "other."

All other codes were based on the number system of the questionnaire. The response was given the number which accompanied it on the questionnaire. For example, in question number 9, a response of "friends" was coded 1, a response of "spouse" was coded 2 and so on.

After all questionnaires had been coded, the study yielded 103 interviews. The seven interviews that were dropped were interviews

with widows who were not working. These interviews were excluded because it was felt that they might not exhibit the spending patterns associated with their deceased husband's occupational class.

An error factor of 9.5% at the 95% level of confidence resulted with the 103 completed interviews.

Statistical Techniques

In order to test the hypotheses and answer the research questions, several statistical techniques were employed. Hypotheses 1 and 2 were tested by the Kruskal-Wallis one-way analysis of variance by ranks.¹¹ Hypotheses 3 and 4, as well as research questions one and three, were examined with the chi-square test for k independent samples. Research question two was answered by comparing the individual Canadian behaviors to their American counterparts. However, the comparison was on a descriptive rather than a statistical level.

¹¹The Kruskal-Wallis test is a non-parametric statistic which has a 95.5% asymptotic efficiency when compared to the most powerful parametric test, the F test, under conditions where the assumptions associated with the F test are met. The Kruskal-Wallis technique tests the null hypothesis that the k samples come from the same population or from identical populations with respect to averages. It requires at least ordinal measurement of the variables under study.

CHAPTER IV

RESULTS OF THE STUDY

Hypotheses Testing the Relationship Between the Independent and Dependent Variables

Hypothesis 1

Hypothesis 1, which tested the relationship between occupational class and the consumer behavior, was rejected at the 0.01 level of probability. Therefore, it can be concluded that the different classes, as proposed by the three Canadian scales, came from different populations. As such, they have different characteristics. Of the behaviors examined, all were found to be significantly related to social class, as defined by the Blishen scales of 1951, 1961 and the Pineo-Porter scale.

Shopping behaviors

All of the shopping behaviors tested were found to be significantly related to occupational class - the null hypotheses were rejected at the 0.0000 probability level. On the basis of the magnitude of H^* , the strength of the relationship between the dependent behavior and the occupational class may be inferred.¹ Table 11 presents the magnitude of the relationship between the individual shopping behaviors and social class.

¹ H^* is the value calculated by the Kruskal-Wallis one-way analysis of variance by ranks. This value determines, at the given degrees of freedom, the probability of rejecting the null hypothesis.

Table 11
Kruskal-Wallis Values for Shopping
Behavior and Canadian Occupational Scales

Shopping Behavior	Value of H^a		Probability of True H_0
	High	Low	
(1) Source of shopper information			
(a) new products	69.46	54.21	0.0000
(b) fashion	78.13	75.21	0.0000
(2) interpersonal influences	89.20	75.21	0.0000
(3) shopping companion	94.66	94.46	0.0000
(4) shopping frequency	84.29	82.61	0.0000
(5) downtown vs. suburban shoppers	56.11	55.34	0.0000
(6) importance of shopping quickly	87.73	86.81	0.0000
(7) type of store preferred			
(a) television	79.81	73.05	0.0000
(b) living room furniture	85.06	83.34	0.0000
(8) important aspect of retail stores	88.81	88.34	0.0000

^a Magnitude of the relationship between the three Canadian occupational scales and the shopping behavior.

Of the shopping behaviors tested, the relationships between occupation and (1) shopping companion, (2) interpersonal influences, and (3) important aspect of a retail store were the strongest. Source of shopper information for new products and downtown versus suburban shoppers exhibited the weakest relationship to occupational class.

Media exposure

All media habits tested were found to be significantly related to occupational class at the 99% level of confidence. The

strongest relationships, as depicted in Table 12 were exhibited by: (1) type of magazine read, (2) radio stations listened to, and (3) television viewing during dinner. The weakest relationship occurred between occupational class and sections of the newspaper read.

Table 12
Kruskal-Wallis Values for Media
Exposure and Canadian Occupation Scales

Media Exposure	Value of H^*		Probability of True H_0
	High	Low	
(1) type of magazine read	95.02	92.88	0.0000
(2) newspaper subscriptions	20.52	20.88	0.0000
(3) sections of newspaper read			
(a) all	79.56	77.85	0.0000
(b) national section	66.86	58.04	0.0000
(c) local section	57.79	50.15	0.0000
(d) women's section	65.32	57.67	0.0000
(e) sports section	9.57	4.98	0.0020
(f) comics	23.32	13.43	0.0000
(g) want ads	30.53	17.56	0.0000
(4) radio station	97.66	97.06	0.0000
(5) television viewing at dinner	87.21	86.24	0.0000

Product ownership

All product ownership areas, except for motor homes, were found to be significantly related to occupational class at the 0.01 probability level. The null hypothesis regarding motor homes could be rejected at the 82% level of confidence. The strongest relationship occurred between occupational class and (1) weekends out of the city and (2) vacation activities. Table 13 enumerates the

magnitude of the relationships between product ownership and social class.

Table 13
Kruskal-Wallis Values for Product
Ownership and Canadian Occupational Scales

Product Ownership	Value of H*		Probability of True H ₀
	High	Low	
(1) sports equipment			
(a) snow skiing	69.82	66.49	0.0000
(b) golf	78.63	77.39	0.0000
(c) tennis	74.32	66.19	0.0000
(2) camping vehicles			
(a) travel trailers	62.21	56.79	0.0000
(b) motor homes	1.85	0.97	0.1737
(3) weekends out of the city	92.40	92.13	0.0000
(4) vacation activity	90.53	88.66	0.0000
(5) credit card ownership			
(a) oil company	52.00	51.27	0.0000
(b) department store	55.75	54.83	0.0000
(c) Chargex	58.10	44.57	0.0000
(6) credit card usage	58.10	44.57	0.0000

Hypothesis 2

Hypothesis 2, which tested the relationship between the consumer behaviors and the proxy variables of education, house type, and dwelling area, was rejected at the 99% level of confidence. Based on this rejection level, it can be concluded that there is a significant relationship between each independent proxy variable and each dependent consumer behavior.

Shopping behavior

All of the shopping behaviors were found to be significantly related to the independent variables of education, house type, and dwelling area. Table 14 enumerates the proxy variable that generated the largest H^* value as well as the magnitude of the relationship. In most instances, the strongest relationship, as indicated by the size of H^* , occurred with the dwelling area variable.

Table 14
Kruskal-Wallis Values for Education,
House Type and Dwelling Area Versus Shopping Behavior

Shopping Behavior	Var. with Max. H^*	Max. Value of H^*	Probability of True H_0
(1) source of shopper information			
(a) new products	DA	68.18	0.0000
(b) fashion	DA	68.34	0.0000
(2) interpersonal influences	DA	92.62	0.0000
(3) shopping companion	DA	95.49	0.0000
(4) shopping frequency	DA	82.69	0.0000
(5) downtown vs. suburban shoppers	DA	59.69	0.0000
(6) importance of shopping quickly	ED	86.88	0.0000
(7) type of store preferred			
(a) television	DA	74.42	0.0000
(b) living room furniture	HT	85.32	0.0000
(8) important aspect of retail store	ED	87.06	0.0000
Code: Education = ED House Type = HT Dwelling Area = DA			

Media exposure

All media exposure areas tested were found to be significantly related to education, house type, and dwelling area. Table 15 presents the magnitude of these relationships. Education produced the strongest relationship to the behaviors tested.

Table 15
Kruskal-Wallis Values for Education,
House Type and Dwelling Area Versus Media Exposure

Media Exposure	Var. with Max H*	Max. Value of H*	Probability of True H ₀
(1) type of magazine read	DA	97.02	0.0000
(2) newspaper subscriptions	HT	22.25	0.0000
(3) sections of newspaper read			
(a) all	DA	79.85	0.0000
(b) national section	ED	65.29	0.0000
(c) local section	ED	61.65	0.0000
(d) women's section	ED	68.60	0.0000
(e) sports section	ED	8.51	0.0035
(f) comics	ED	21.36	0.0000
(g) want ads	ED	28.15	0.0000
(4) radio station	DA	98.58	0.0000
(5) television viewing at dinner	DA	86.57	0.0000

Code: Education = ED
House Type = HT
Dwelling Area = DA

Product ownership

Each of the product ownership areas tested, except for motor homes, were found to be significantly related to each of the independent variables of education, house type, and dwelling area.

No one proxy variable repeatedly generated the largest H^* value. Table 16 presents the proxy variable which generated the maximum H^* value, the magnitude of the relationship, and the probability of rejecting a true null hypothesis.

Table 16
Kruskal-Wallis Values for Education,
House Type and Dwelling Area Versus Product Ownership

Product Ownership	Var. with Max. H^*	Max. Value of H^*	Probability of True H_0
(1) sports equipment			
(a) snow skiing	DA	73.13	0.0000
(b) golf	DA	79.04	0.0000
(c) tennis	HT	77.25	0.0000
(2) camping vehicles			
(a) travel trailers	ED	64.22	0.0000
(b) motor homes	ED	1.60	0.2053
(3) weekends out of city	ED	85.97	0.0000
(4) vacation activity	DA	89.46	0.0000
(5) credit card ownership			
(a) oil company	HT	54.28	0.0000
(b) department store	HT	58.20	0.0000
(c) Chargex	ED	62.49	0.0000
(6) credit card usage	ED	57.66	0.0000
Code: Education	= ED		
House Type	= HT		
Dwelling Area	= DA		

Hypotheses Testing the Superiority
of the Proxy Variables

Hypothesis 3

On the basis of a chi-square value of 10.9, hypothesis 3, which tested the occupational scales ability to differentiate homogeneous consumer groups, was rejected at the 95% level of confidence. Based on this rejection, it was concluded that a difference in the ability of the three Canadian occupational scales to differentiate homogeneous consumer groups does exist.

The following table identifies the number of times each occupational scale had the high, median, and low H* value.

Table 17
Ability of the Occupation Scales
To Differentiate Between Consumer Groups

Occupational Scale	H* Value		Median		Low	
	observed	expected	observed	expected	observed	expected
Blishen 1951	8	10.7	7	10.7	17	10.7
Blishen 1961	14	10.7	13	10.7	5	10.7
Pineo & Porter	10	10.7	12	10.7	10	10.7

Using the chi-square test, each scale was compared to the other. The 1951 Blishen scale was found to be significantly inferior to the Blishen 1961 scale at the 0.01 level, and the Pineo-Porter scale at the 0.17 level. However, no significant difference at the 0.05 level was found between the Blishen 1961 and the Pineo-Porter scales.

Figure 3 presents a graphical view of the H^* values for each scale.

At the 0.05 level, it can be concluded that the 1951 Blishen scale is inferior to the other Blishen scale. However, because it is possible to create a significant difference between the other scales at the 69% level, it might be tentatively concluded that the 1961 Blishen scale is the best Canadian occupational scale for use in the consumer behavior area.

Hypothesis 4

Hypothesis 4, which examined the ability of the proxy variables of occupation, education, house type, and dwelling area, was accepted at the 0.05 level of confidence - no significant difference was found in the abilities of the proxy variable of occupation,² education, house type, and dwelling area to differentiate homogeneous consumer groups.

Table 18 presents the observed and theoretical frequencies for the proxy variables' relative H^* values. With a chi-square value of 8.5 and 9 degrees of freedom, the null hypothesis can only be rejected at the 60% level of confidence.

²Occupation was defined by the 1961 Blishen scale.

FIGURE 3

ABILITY OF THE OCCUPATIONAL SCALE TO DIFFERENTIATE BETWEEN CONSUMER GROUPS

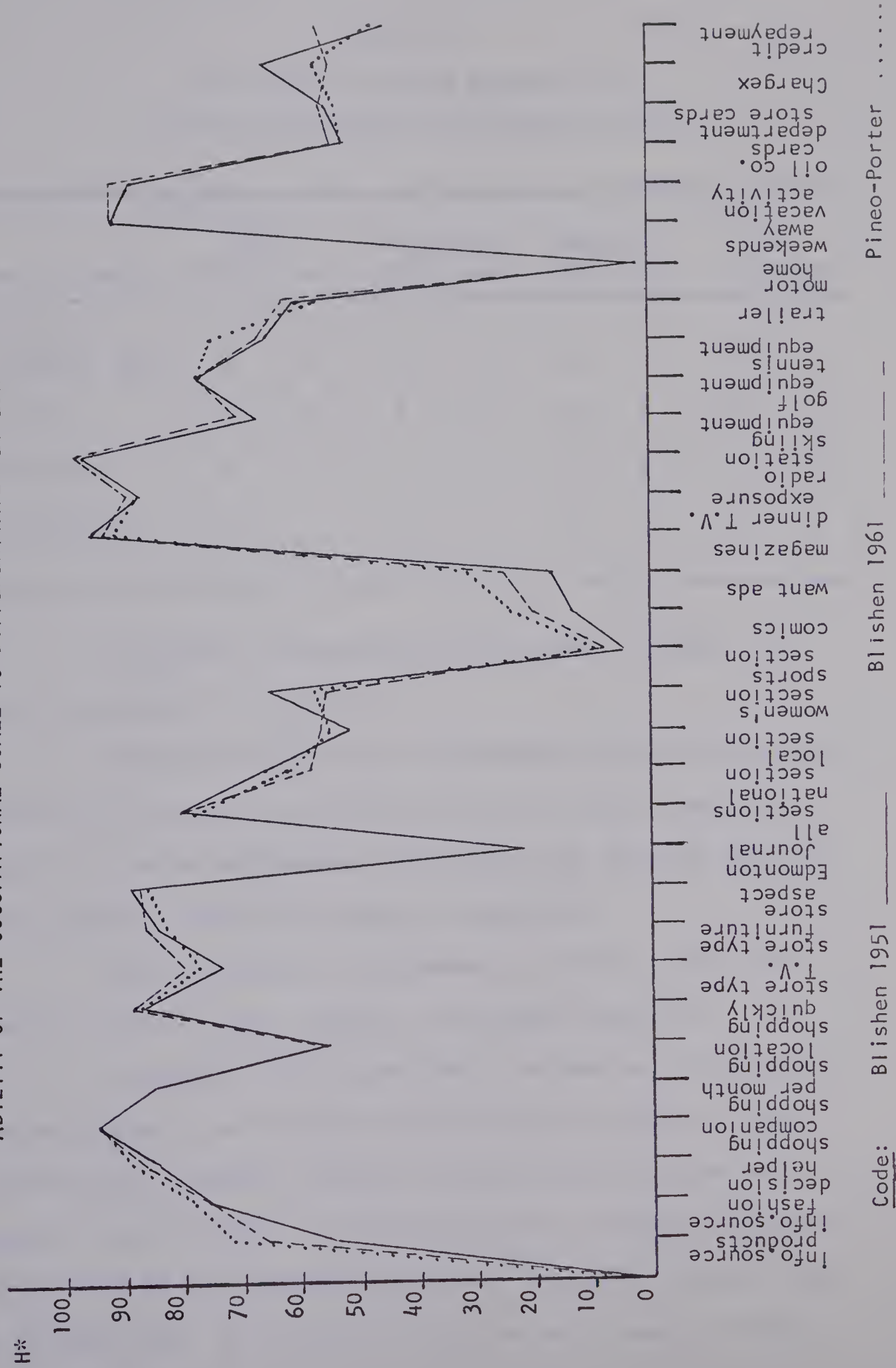


Table 18
Ability of the Proxy Variables to
Differentiate between the Consumer Groups

Proxy Variable	H* Value							
	High		Med.-High		Med.-Low		Low	
	Obs.	Exp.	Obs.	Exp.	Obs.	Exp.	Obs.	Exp.
Occupation (Blisshen 1961)	8	8	8	8	8	8	8	8
Education	9	8	6	8	5	8	12	8
House type	5	8	11	8	9	8	7	8
Dwelling Area	10	8	7	8	10	8	5	8

A graphical representation of the proxy variables' H* value is presented in Figure 4.

Although no significant differences could be found at the 0.05 level of probability, different proxy variables appear to be better at creating homogeneous groups within the shopping behavior, media behavior, and product ownership categories.

Table 19 presents the breakdown of proxy variables by shopping behavior, media exposure, and product ownership.

At the 85% level of confidence, occupation and dwelling area were found to be the best differentiating variables of shopping behavior. However, neither of these scales was found to be superior than the other. In the media behavior category, education was found to be significantly better than occupation and house type at the 85% level. No distinction could be made, however, between

FIGURE 4
ABILITY OF THE PROXY VARIABLES TO DIFFERENTIATE BETWEEN THE CONSUMER GROUPS

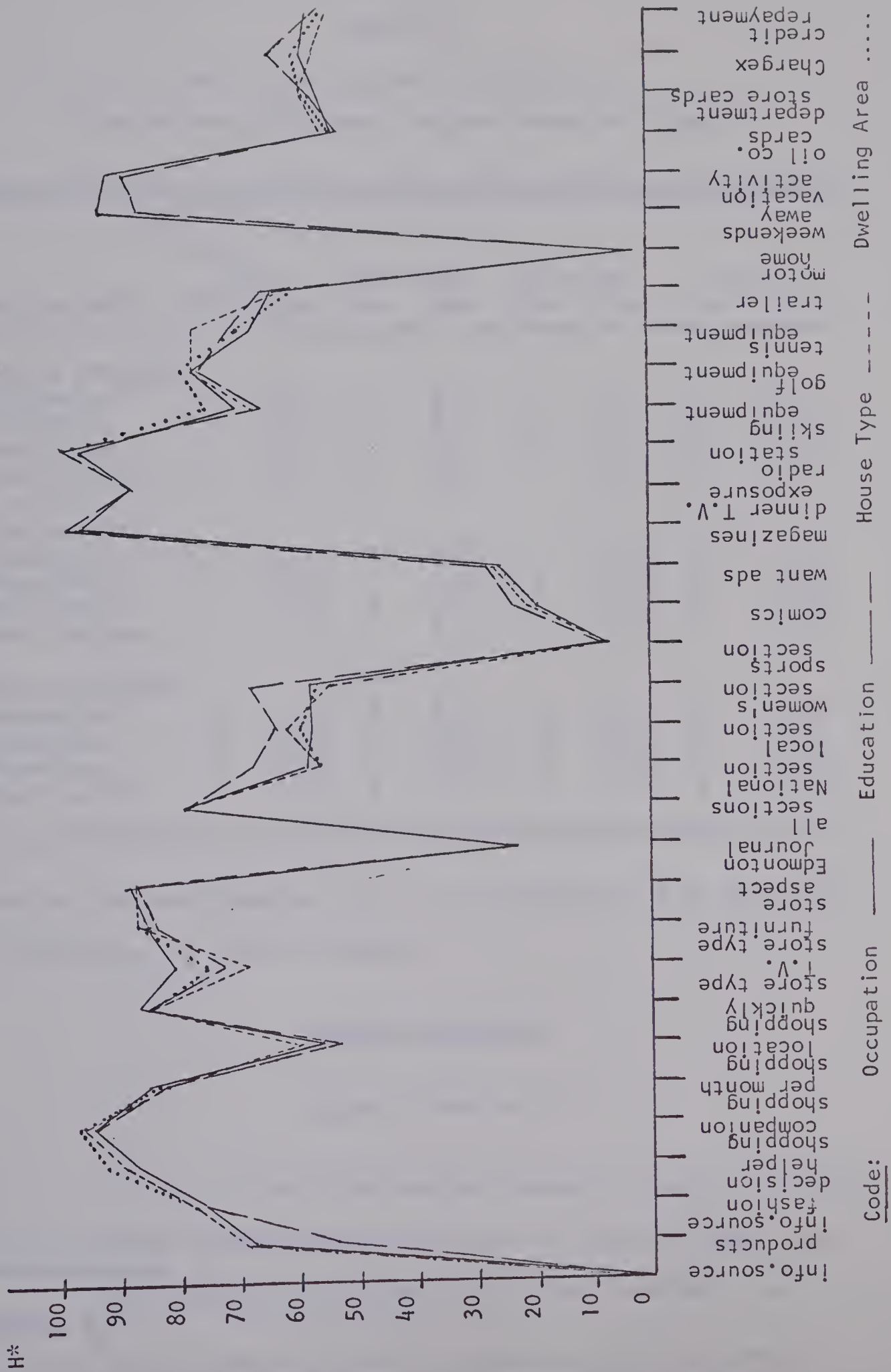


Table 19
Ability of the Proxy Variables to
Discriminate within each Consumer Behavior Category

Proxy Variable	H* Value							
	High		Med.-High.		Med.-Low		Low	
	Obs.	Exp.	Obs.	Exp.	Obs.	Exp.	Obs.	Exp.
Shopping behavior								
Occupation	4	2.5	1	2.5	4	2.5	1	2.5
Education	0	2.5	2	2.5	3	2.5	5	2.5
House type	1	2.5	5	2.5	2	2.5	2	2.5
Dwelling area	5	2.5	2	2.5	1	2.5	2	2.5
Media behavior								
Occupation	1	2.75	3	2.75	2	2.75	5	2.75
Education	6	2.75	1	2.75	2	2.75	2	2.75
House type	1	2.75	5	2.75	2	2.75	3	2.75
Dwelling area	3	2.75	2	2.75	5	2.75	1	2.75
Product ownership								
Occupation	3	2.75	4	2.75	2	2.75	2	2.75
Education	3	2.75	3	2.75	0	2.75	5	2.75
House type	3	2.75	1	2.75	5	2.75	2	2.75
Dwelling area	2	2.75	3	2.75	4	2.75	2	2.75

education and dwelling area. All of the variables did an equal job in differentiating product ownership.

Research Questions

Research Question 1³

Since all of the relationships between the proxy variables and the consumer behaviors were confirmed, the social classes⁴ were

³For a detailed breakdown of the class behaviors, see Appendix 4.

⁴For this analysis, social class was defined as occupational class according to Blishen's 1961 occupational scale.

examined to determine how they behaved.

Shopping behavior

Information source - new products

Of all information sources for new products tested, television, newspapers, and magazines were generally used. Table 20 presents the response distribution. Class 1, comprised mainly of professional people, was found to rely heavily on magazines and newspapers, while Classes 2 and 3, the semi-professionals, relied on television and friends. The skilled workers of Class 4 resorted to newspapers to find information. Classes 5 and 6, the semi-skilled and unskilled blue collar workers, used television or retail stores.

Table 20
Sample Distribution for Information
Source--New Products

Information Source	%
Newspaper	19
Television	30
Radio	2
Magazines	19
Friends	16
Family	2
Retail stores	13

Information Source--fashion

The sources of information on fashion, as depicted in

Table 21, were more restricted than those for new products--magazines, and retail stores were used almost exclusively. However, significantly more of the top three classes relied more on newspapers and less on retail stores than the lower classes. Classes 1 and 5 were found to rely less on magazines than the rest of the population.

Table 21
Sample Distribution for Information
Source--Fashion

Information Source	%
Newspaper	4
Television	4
Radio	0
Magazines	39
Friends	8
Family	6
Retail store	39

Interpersonal influences

Although the response distribution, as shown in Table 22, was concentrated in the friends, spouse, and no one categories, there were class differences. Classes 1 and 2 tended to be more self-sufficient and therefore less dependent on their friends to aid in shopping decisions than the lower classes. However, the top three classes consulted more with their spouses. The lower classes tended to rely heavily on their friends for aid with difficult decisions.

Table 22
Sample Distribution for Decision-Helper

Decision-helper	%
Friends	39
Spouse	32
Parents	0
Other family	9
No one	20

Shopping companion

Table 23 presents the response distribution for usual shopping companion. Most of the sample was found to shop with either their spouse or with no one. However, more of the top two classes tended to shop by themselves while the lower classes leaned heavily on their friends for companionship while shopping.

Table 23
Sample Distribution for Shopping Companion

Shopping companion	%
Friends	5
Spouse	35
Parents	1
Children	8
Relatives	2
No one special	14
No one	36

Shopping frequency per month

Although the majority of the sample, as depicted in Table 24, shopped approximately the same number of times a month, between 2 and 4 times, classes 5 and 6 were over-represented in the categories of 3 or less times a month. Both of the "never shop" responses came from Classes 5 and 6.

Table 24
Sample Distribution for Shopping Frequency per Month

Shopping frequency	%
10 or more	1
5 - 9	20
4	24
2 - 3	34
1	18
Never	2

Downtown vs. suburban shopping

Table 25 presents the response distribution for shopping location. Because the sample area was located very close to Meadowlark and Jasper Place, the majority of the respondents indicated that they shopped there. However, there was quite a distinct breakdown of downtown versus suburban shoppers when class patterns were examined. Classes 1, 3, and 4 were over-represented in the downtown shoppers, while Classes 2, 5, and 6 were under-represented. Class 5 was over-represented in the Jasper Place and Centennial shoppers. As for the shopping centers, Meadowlark, Southgate, and Westmount were preferred

Table 25

Sample Distribution of Downtown Versus Suburban Shopping

Location	%
Downtown	11
Jasper Place	6
Meadowlark	54
Centennial	8
Westmount	7
Southgate	14

by more of Class 1 and 2 shoppers and fewer of Class 5 and 6 shoppers. These findings would seem to fit the perceived image of the shopping areas, with the exception of Class 2. Although this group is under-represented downtown and in Jasper Place, it is over-represented at Southgate, where 26% of this group shopped.

Importance of shopping quickly

Although the majority of the sample, as depicted in Table 26 considered shopping quickly important, there were wide differences in feelings of the classes. Classes 4, 5, and 6 were over-represented in the necessity category while Class 1 and 2 were over-represented in the very important category. The majority of Class 3 members felt that shopping quickly was not very important.

Table 26

Sample Distribution of Importance of Shopping Quickly

Shopping quickly	%
Necessity	14
Very important	32
Important	19
Not very important	28
Unimportant	7

Store type desired for purchase of a television

Table 27 presents the sample choice of store type for the purchase of a television set. Most respondents indicated that they would buy a television in either a specialty or department store. Classes 2, 5, and 6 were over-represented in the specialty store category while Classes 1, 3, and 4 were over-represented in the department store category. The only responses for discount department and convenience stores came from Classes 4, 5, and 6. It would appear possible that Classes 2, 5, and 6 are shopping in specialty stores in an attempt to emulate the classes above them. Classes 3 and 4 may be more price conscious while Class 1 may not regard the television as a highly important social purchase.

Table 27

Sample Distribution of Store Type for Television

Store type	%
Specialty	40
Department	55
Discount department	3
Convenience	2

Store type desired for purchase of living room furniture

As indicated by Table 28, specialty store was the most

Table 28

Sample Distribution of Store Type for Living Room Furniture

Store type	%
Specialty	56
Department	40
Discount department	3
Convenience	1

preferred store for the purchase of living room furniture. However, some of the social classes preferred different stores. Classes 1, 2, and 5 were over-represented in the specialty store while Classes 3, 4, and 6 were over-represented in the department store. Even fewer respondents than for television purchases chose the discount department store and convenience store for the buying of living room furniture. All responses in these categories came from Classes

5 and 6. The reasoning proposed above would also seem to hold for this purchase. However, Class 1 may consider living room furniture as an important social purchase and therefore shop in specialty stores for the necessary style and brand name furniture. Class 6, on the other hand, may be unable to afford the higher prices of specialty furniture as it could specialty television products.

Important aspect of retail stores

As indicated by Table 29, the majority of respondents

Table 29
Sample Distribution for Aspect of Retail Store

Aspect	%
Wide selection	25
Low price	13
Good salesmen	8
Easy credit	1
Location and parking	28
Quality products	26

considered wide selection, location and parking, and quality products as important. Classes 2, 3, 4, and 5 felt that wide selection was very important. Classes 5 and 6 indicated that low price and good salesmen were important but that convenient location and parking, and quality products were fairly unimportant. Class 1 indicated a strong desire for quality products while convenience did not seem that important.

Media exposure

Newspaper subscriptions

The Edmonton Journal was subscribed to by 93% of the sample. The respondents who indicated that they did not take the Journal came from Classes 5 and 6.

Newspaper sections read

Approximately 50% of the sample claimed that they read the entire newspaper. Classes 5 and 6 were over-represented in the number of readers who did not read the entire paper.

Of those 50% who did not read the whole newspaper, social class was found to be related to the sections read.

The national section was read by the majority of the respondents from Classes 1 through 4, especially Classes 3 and 4. Classes 5 and 6 were under-represented in the readership of this section.

From Classes 1 and 2, many more respondents than were expected read the local section, while fewer from Classes 3, 4, 5, and 6 read this part of the newspaper.

Classes 2 and 6 were found to be over-represented in the readership of the women's section while Classes 1, 3, 4, and 5 were under-represented.

The readership of the sports section was virtually the same for all social classes. However, based on no readership in Class 1, medium readership in Classes 2, 3, 4, and 5, and the largest readership in Class 6, a tentative relationship might be concluded.

Classes 1, 2, and 5 were over-represented in the readership of the comics while the remaining classes were under-represented.

Only Class 6 was over-represented in the specific readership of the want ads.

Table 30 presents the sample distribution for respondents who, although they did not read the entire newspaper, mentioned readership of specific sections.

Table 30
Sample Distribution of Section Readership

Section	% Yes	% No
National	31	69
Local	27	73
Women's	31	69
Sports	5	95
Comics	11	89
Want ads	14	86
All	53	47

Magazine readership

Although a large portion of the sample was found to read news magazines, Classes 1 through 4 were over-represented while Classes 5 and 6 were under-represented in readership of this type of magazine. However, more respondents in Classes 5 and 6 than expected read women's magazines. Of particular note is the fact that only 1 respondent, found in Class 6, admitted to reading pulp magazines. The vast majority of respondents who stated that

they did not read magazines were found in Classes 4, 5, and 6. Table 31 presents the distribution of magazine readership.

Table 31
Sample Distribution of Magazine Readership

Magazines	%
News	31
Women's	33
Men's	5
Pulp	1
Other	19
None	11

Television exposure during dinner

Table 32 shows that the majority of respondents seldom or

Table 32
Sample Distribution of Dinnertime Television Exposure

Exposure	%
Always	8
Usually	9
Sometimes	16
Seldom	17
Never	51

never watch television during dinner. There was, however, some variation between the classes. Classes 4, 5, and 6 were slightly over-represented in the always category, while Classes 1 and 2 were over-represented in the seldom and never responses. A larger than expected portion of Class 3 responded that they sometimes watch

television during dinner.

Radio station

As depicted by Table 33, the radio station with the

Table 33
Sample Distribution by Radio Station

Radio Station	%
CFRN	30
CHQT	18
CJCA	17
CHED	13
CFCW	5
CKUA	4
Other	7
None	7

largest listening audience is CFRN, followed by CHQT, CJCA, and CHED. The majority of CFRN's audience was found in Classes 1, 2, and 4. Class 3 had a definite preference for CHQT, while Classes 5 and 6 were over-represented in the listening audience of CHED and CFCW. Tentatively, it was found that the top two classes were over-represented in the group that did not listen to any radio station.

Product ownership

Ownership of sports equipment

In all three sports categories, skiing, golf, and tennis, the top three classes were found to be heavily represented in the ownership of the sports equipment while the lower three classes,

especially Classes 5 and 6, were under-represented. Table 34 presents the distribution of sports equipment ownership.

Table 34
Sample Distribution of Sports Equipment

Equipment	% Yes	% No
Snowskiing	39	61
Golf	53	47
Tennis	43	57

Travel trailers

Table 35 shows the percentage ownership of travel trailers.

Table 35
Sample Distribution of Travel Trailers

Ownership	%
Yes	30
No	70

Although travel trailers were spread fairly even throughout the classes, a slight tendency for higher ownership in Classes 3, 4, and 5 was found. It might be concluded that this trend would encompass Class 6 if their finances would allow it.

Weekends away

According to the sample, Classes 2 and 3 travel on weekends more than the rest of the population. A larger than expected portion of Classes 2 and 3 travelled away from home for more than 10 weekends, while Classes 1, 4, 5, and 6 usually travel less than 10 weekends a year. The respondents who claimed they did not travel on weekends were spread evenly throughout the class structure. Table 36 presents the frequency distribution of weekend travel.

Table 36
Sample Distribution of Weekend Travel Per Year

Weekends away	%
25 plus	9
10 - 24	26
5 - 9	24
1 - 4	33
None	8

Vacation activity

As shown by Table 37, travelling and camping were found to be the activities which the majority of the respondents were involved in on their last vacation. However, there was a tendency for Classes 4, 5, and 6 to stay at home while Classes 1 and 2 travelled. Class 3 was found to be over-represented in the cottage category. Of those who like to camp, Classes 1, 4, and 5 were heavily represented.

Table 37
Sample Distribution of Vacation Activity

Activity	%
Relax at home	5
Travel	43
Camping	19
Sports	7
Cottage	14
Other	13

Credit card ownership

Table 38 presents the sample response on ownership of

Table 38
Sample Distribution of Credit Cards

Credit card	% Yes	% No
Oil company	81	19
Department store	79	21
Chargex	29	71

credit cards. As expected, ownership of credit cards followed class lines. Generally Classes 1, 2, 3, and 4 were found to own credit cards while Classes 5 and 6 did not. Class 3, however, was slightly under-represented in the ownership of oil company and Chargex cards. Based on these results it could be concluded that the top classes are heavier credit card users.

Credit card repayment pattern

Although a majority of respondents, as depicted by Table 39, pay interest on credit purchases, the repayment schedules of

Table 39
Sample Distribution of Credit Repayment

Interest Charged	%
Yes	68
No	32

the various classes followed the trend found in credit card ownership. Classes 1, 2, 3, and 4 usually pay for the purchase in a short time so that no interest is charged. More of Classes 5 and 6, however, pay their purchases off in installments of a percentage of the principal plus interest. It would seem reasonable to conclude that, although Classes 5 and 6 do not own as many credit cards, when they do the companies make more money in interest per dollar of merchandise purchased.

Research Question 2

In order to discover if the consumer behaviors of the Canadian social classes were similar to the American social class behaviors, several comparisons were made. The comparisons, however, were on a descriptive rather than a statistical level.

Shopping behaviors

When the results of this study for shopping behavior were compared to reported American behavior, several results accrued. First, in the interpersonal influences⁵ category, the Canadian results mirrored the traditional view of American social class behavior. That is, the upper classes interact more with members of the immediate family while the middle class is more self-directing and dependent on themselves and their friends. The lower class depends on family and friends.⁶ A recent American study, however, has questioned this traditional view as their research found no class differences in interpersonal influences.⁷

Second, the results on shopping frequency were found to match some recent findings in the United States.⁸ However, as Rich and Jain point out, their findings are in disagreement with other American research.⁹

Third, the results on downtown versus suburban shoppers are similar to the findings of Rainwater and Coleman; the middle and upper classes are more likely to shop downtown than the lower classes.¹⁰

⁵Interpersonal influences were defined as (1) persons who would help with a difficult shopping decision and (2) usual shopping companion.

⁶A. B. Hollingshead, "Class Differences in Family Stability," in R. Bendix and S. M. Lipset, eds. Class, Status, and Power, p. 286.

⁷Rich, Jain, "Social Class and Life Cycle as Predictors of Shopping Behavior," p. 44.

⁸Ibid.

⁹Ibid., pp. 44-45.

¹⁰Rainwater, et. al., Workingman's Wife, p. 21.

Fourth, the results of the shopping quickly questions are the opposite of the American studies. Lower Canadian social classes consider quick shopping a necessity, while higher American classes feel this way.¹¹

Fifth, the results on the type of store preferred are similar to the findings of Rich and Jain.¹² However, the behavior distinction between the classes would appear to be less for Canada.

Media habits

The magazine readership results of this study were found to be very similar to the results of Hollingshead study of social class and mass communication.¹³ Both Canadian and American upper classes are heavy readers of news magazines, while middle and lower classes concentrate more on women's magazines. The main difference in the Canadian and American results is readership of pulp magazines. While readership of this type of magazines predominates the American lower class, only one Canadian respondent mentioned readership of pulp magazines. Although this respondent was from Class 6, the results may indicate a major difference between Canada and the United States. However, based on the information given to the author by his interviewers, it is more likely that the Canadian respondents were giving the socially acceptable response. The interviewers of the lower socio-economic groups stated that

¹¹ Rainwater, et. al., Workingman's Wife, p. 21.

¹² Ibid., p. 46.

¹³ Hollingshead, Social Class and Mental Illness, pp. 398-407.

pulp magazines were visible throughout many of the lower class homes. However, the respondents usually answered that they read other types of magazines.

Product ownership

Of the research published, the most accurate comparison of this behavior category could be made on credit card usage. The findings of this study mirror the findings of Mathews and Slocum;¹⁴ the installment repayment schedule is used more by the lower classes while the upper classes use their cards for convenience. Although Mathews and Slocum's study deals with bank credit cards only, it would seem reasonable to assume that the class credit card behavior will be fairly consistent over all types of credit cards.

Research Question 3

Ethnic background

A significant difference at the 0.05 level was found in the ethnic background of the social classes. Classes 1 and 2 were found to contain more Anglo-Saxons than expected while Classes 4, 5, and 6 contained more European and other ethnic groups. Class 3 contained approximately an equal number from each ethnic background. Table 40 presents the sample distribution by ethnic origin.

The findings of this study, as well as the Porter¹⁵ and Blishen¹⁶ studies definitely indicate that ethnic background

¹⁴Mathews, Slocum, "Social Class and Commercial Credit Card Usage," p. 72.

¹⁵Porter, The Vertical Mosaic, pp. 73-98.

¹⁶Blishen, "Social Class and Opportunity in Canada."

Table 40
Sample Distribution by Ethnic Origin

Ethnic origin	%
Anglo-Saxon	46
French	9
American	5
European	40
Other white	0
Colored minority	1

partially determines occupational class in Canada.

Source of income

Although 77% of the sample received their income as a salary, there was a class difference in the distribution of the categories. Classes 1, 2, and 4 were over-represented in the earned wealth and profits categories, while Classes 5 and 6 were over-represented in the wages category. Based on the distribution as presented in the following table, it can be concluded that source of income would not make a good single criteria proxy variable for social class as most of the population receives their income in the same form.

Table 41

Sample Distribution by Source of Income

Income Source	%
Earned wealth	3
Inherited wealth	0
Profits and fees	6
Salary	77
Wages	13
Public relief	1

CHAPTER V

SUMMARY AND CONCLUSIONS

Summary

This thesis has examined the concept of social class and its implications for consumer behavior. The basic purpose of this research was to accept or reject the usefulness of the social class concept to the analysis of marketing problems in Canada. The major potential application of this concept, which was examined in this thesis, is to form a basis for dividing the total consumer market into the gross, but fairly homogeneous, segments required to develop distinct marketing strategies for different market segments. As the social class concept stands today, Canadian marketers are forced to use research findings on American consumers in order to build a workable social class model. However, the application of American research to Canadian problems is risky at best. The aim of this research was to build a workable social class model for Canadian marketing application.

In attempting to build the model, several Canadian social class systems were examined to determine if the proposed classes exhibited homogeneous consumer behaviors. The Canadian systems were compared in order to select a scale which isolated the most homogeneous consumer groups. The best Canadian scale was then compared to the classes generated by several proxy variables which

have been used to measure social class in the United States. Once the best proxy variable had been determined, each class was analyzed to see how its members behaved in the market place. The economic behaviors of the Canadian social classes were then compared to the behaviors of the American classes. Further, the relationship between social class and ethnicity and source of income were examined to determine whether or not they would be useful proxy variables of social class.

Conclusions

Based on the analysis of the data, as presented in Chapter IV, the following conclusions are drawn:

- (1) the classes, as proposed by the three Canadian occupational scales - the Blishen 1951, the Blishen 1961, and Pineo-Porter, have internally homogeneous market behaviors;
- (2) the classes proposed by the proxy variables of education, house type, and dwelling area also have internally homogeneous market behaviors;
- (3) although the Blishen 1961 occupational scale is significantly better than the 1951 Blishen scale at isolating homogeneous consumer groups, no significant differences exist between the Pineo-Porter and Blishen scales;
- (4) no one proxy variable of social class was significantly superior to the others at identifying the homogeneous consumer groups;
- (5) on the basis of the limited comparison of the findings of this study to some American research, Canadian and American social classes behave in a similar manner in the market place;
- (6) although there is a relationship between social class and (a) ethnicity and (b) source of income, neither of the two variables would make a good single criteria variable of social class because they lack the ability to significantly differentiate the population.

Although no proxy variable proved significantly better (95% level of confidence) than the others at isolating homogeneous consumer groups when all the behaviors tested were considered together, different proxy variables seem to do a better job in the different behavior categories. In the shopping behaviors tested, at the 85% level of confidence, occupation and dwelling area were significantly better at isolating the consumer groups. In the media exposure area, education and dwelling area were found to be significantly better, at the 85% level, at identifying the homogeneous groups. No difference, however, was found in the product ownership category.

Implications of this Study

On the basis of this study, the Canadian marketer has at his disposal a social class system which has isolated homogeneous consumer groups. The major benefit of this study, however, is that the marketer now has an indication of how these social classes behave in the market place.

If a company is attempting to plan a marketing strategy which involves any of the behaviors tested, the social class concept will prove useful. It can tell the marketer who is using his product, how to advertise to the target market with maximum efficiency, who helps his customers make their buying decisions, and the best location and type of store to use. Based on the results of this study,

an Edmonton marketer of skiing, golf, or tennis equipment would designate his target market as members of Classes 1, 2, and 3. In designing a marketing strategy, the marketer should select magazines and television as his advertising media. If a choice was available, the store should be of the specialty type and located downtown or Southgate. The product line should emphasize quality. However, a wide selection in a variety of price ranges should be available. The store should attempt to cater to the need for shopping quickly by having sufficient staff and convenient layout. Further, the store should be a member of the Chargex system.

In most cases, however, the Canadian businessman will be marketing a product or service which is different from those examined in this study. In order to determine whether or not the social class concept is of any value to his company, he must have a measurement technique of social class. On the basis of the findings of this study, any of the proxy variables of occupation, education, house type, or dwelling area would appear to be of equal value as a measurement technique. However, the purpose of the measurement may influence the choice of the proxy variable to be used. For example, if the problem is one of store location and type, occupation and dwelling area may prove most reliable. On the other hand, education and dwelling area may prove to be most useful for media selection. For the important problem of who is buying the product, the results of this study indicate that any of the proxy variables will suffice.

From a practical viewpoint, the best proxy variable to use for social class identification would appear to be occupation.

Because of the time and cost involved in adjusting the house type and dwelling area scales to the particular area, especially large metropolitan cities, these variables seem impractical. Although the stratification of populations by education level is fairly simple, education only proved to be highly successful in the media exposure area. The occupation variable is easily used and proved to be just as good as the other proxy variables.

Although the Blishen 1961 scale and the Pineo-Porter scale were found to be of equal value at the 95% level of confidence, the Blishen 1961 scale was found significantly superior at the 69% level. When this tentative conclusion is coupled with the fact that this Blishen scale rates about three times as many occupations and also matches the census classifications, it would appear to be the best scale for measurement of social class for marketing purposes.

By selecting the 1961 Blishen occupational scale, the marketer has at his disposal a device that is simple, inexpensive to use, and which offers comparability with the volumes of data on occupations collected by the Federal Government. The major limitation of this scale for measurement of social class is that the class structure, as proposed, would appear to ignore two classes. Because of the similarity in American and Canadian social class found by this study, it would appear probable that the Canadian social class hierarchy would resemble the American. On this basis, because this scale does not consider source of income, it does not distinguish the old elite upper-upper class from the upper-middle class. Further,

because the Blishen scale only considers people who have a job, a good portion of the lower-lower class is ignored.

From a marketing point of view, the seriousness of the scale limitation varies with the type of product being considered. The fact that this scale does not identify the top class, which comprises about 1% of the American market, is not that important to marketers of mass products because of the market size.¹ However, if this group serves as a reference group for the lower classes, identifying and selling to this group may be of prime importance. By ignoring the people who do not work or work only seasonally, this scale ignores a part of the population which makes up about 10% of the market in the United States.² Because of its size, this market, for products such as food, television sets, and cars, can be very important.

On the basis of the findings of this study, Canadian and American social classes behave in a similar manner in the market place. Because of this, the risk of applying American social class research to Canada would seem to be lessened. Until more research on the market behaviors of Canadian classes can be completed, American research would seem to be a viable source of information on consumer behavior.

¹Engel, et. al., Consumer Behavior, p. 290.

²Ibid., p. 295.

Limitations of the Study

There are several limitations of this study:

(1) The population size and location make it very difficult to generalize to the whole population. With an error factor of 9.5% and a 24.1% refusal rate, there is a chance that the sample does not accurately represent the population. Further, because the sample was drawn from people who live in or rent homes, a large section of Canadian society was missed. Although the apartment dwellers would probably not differ significantly in social class, the portion of the population which lives in downtown tenements was not represented in this sample area.

(2) Because no call-back procedure was used, any homes where both husband and wife worked were missed. Because of this, the sample usually dealt with one-income families who may or may not behave like two-income families.

(3) The respondents may have been giving the socially accepted response rather than the truth. As was mentioned previously, the interviewers noticed that many of the lower class respondents were stating that they read news and women's magazines even though pulp magazines seemed to predominate in the house. If in fact these classes were giving the socially accepted response, the result of the true answers would be to widen the gap between the classes and make the findings of this study even more significant.

Areas for Future Research

Several areas are suggested for future research. One area deals with the testing and refinement of measures of social class. In this area two studies should be completed. First, as this study only dealt with single criteria variables, the multiple criteria techniques developed in several American studies³ should be examined in Canada to determine if they do a better job of identifying homogeneous consumer groups. Second, the Blishen 1961 occupational scale⁴ should be re-examined to readjust the class boundaries in the hopes of making it a more powerful tool for consumer analysis.

The second area would involve a much more expansive study of how Canadian social classes behave in the market place. Special emphasis should be placed on family decision-making processes and product ownership.

The third area would involve studies of the values and attitudes of the Canadian social classes. Although this research has shown that there are similarities between Canadian and American market behaviors, no attempt was made to discover the Canadian values and attitudes towards advertising, products, or companies. If Canadian marketers are to take full advantage of this concept by tailoring their market mix to the specific desires of their customers,

³Warner, Social Class in America.
Hollingshead, Social Class and Mental Illness.
Kahl, Davis, "A Comparison of Indexes of Socio-Economic Status."

⁴Blishen, "A Socio-Economic Index for Occupations."

they must know what those values and attitudes are. Until these studies are completed, Canadian marketers will be forced to use research findings on American values and attitudes as guidelines to customize their marketing mix to specific social classes.

APPENDIX 1

SAMPLE QUESTIONNAIRE

BACKGROUND INFORMATION

1. What is the specific occupation of:

(a) the household head? _____

(b) the other spouse? _____

2. What is the education level of:

(a) the household head? ☐ (b) other spouse? ☐

Code: (1) graduate degree, courses or training

(2) university graduate

(3) technical or junior college graduate

(4) some university or technical school

(5) high school graduate

(6) some high school (completed grades 9-11)

(7) less than eight years of school

3. (a) Is the ethnic background of the household head Canadian?

Yes ☐ No ☐

(b) Is the ethnic background of the other spouse Canadian?

Yes ☐ No ☐

4. (a) What is the ethnic background, other than Canadian, on the

male side of the household head's family tree? ☐

(b) What is the ethnic background, other than Canadian, on the male

side of the other spouse's family tree? ☐

Code: (1) Anglo-Saxon (2) French (3) American (3A for White,

3B for Black) (4) Other European and Scandanavian

(5) Other White

-2-

5. How long have you been married? _____

6. What are the ages of each family member?

(a) husband

(c) children

(b) wife

Code: (1) 0-5 years (4) 26-35 years

(2) 6-18 years (5) 36-50 years

(3) 19-25 years (6) 51 and over

7. What is the source of household income?

- | | |
|---------------------|--|
| 1. Inherited Wealth | (greater than \$100,000) |
| 2. Earned Wealth | (greater than \$75,000/year) |
| 3. Profits or Fees | (investments or doctor's, lawyer's fees, etc.) |
| 4. Salary | (per week, month or year) |
| 5. Wages | (per hour) |
| 6. Private relief | (life insurance policies, etc.) |
| 7. Public relief | (welfare) |

CONSUMER BEHAVIOR

8. What source do you generally use to find information on:

(a) new products?

(b) fashion trends?

Code: (1) newspaper (4) magazines (7) retail stores

(2) television (5) friends

(3) radio (6) family

-3-

9. If you are not sure you should buy a new product, who would you find it more helpful to discuss your decision with?
- 1. friends
 - 2. spouse
 - 3. parents
 - 4. other family members
 - 5. no one
10. Who do you usually shop with?
- 1. friends
 - 2. spouse
 - 3. parents
 - 4. children
 - 5. relatives
 - 6. no one in particular
 - 7. never shop with others
11. Excluding grocery shopping, how many times a month do you shop?
- 1. 10 or more
 - 2. 5 to 9 times
 - 3. 4 times (once a week)
 - 4. 2 to 3 times
 - 5. 1 time
 - 6. never
12. Excluding grocery shopping, where do you usually shop?
- 1. downtown
 - 2. Jasper Place
 - 3. Shopping Centres - which one generally?
 - (a) Meadowlark
 - (b) Centennial
 - (c) Westmount
 - (d) Southgate
 - (e) other _____
13. For the majority of your shopping trips, how important is shopping quickly?
- 1. a necessity
 - 2. very important
 - 3. important
 - 4. not very important
 - 5. unimportant

-4-

14. If you had your choice, in what type of store would you buy?

(a) a television set?

(b) living room furniture?

Code: (1) Specialty store (store specializing in one type of product eg. furniture stores, electronics stores, etc.)

(2) Department Store (The Bay, Woodwards, Simpson Sears, etc.).

(3) Discount Department Store (Woolco, Zellers).

(4) Local convenience store (any type which is used because of its close, convenient location).

15. What is the most important aspect of retail stores which do not sell grocery items?

1. wide selection

4. easy credit

2. low price

5. convenient location and parking

3. friendly and helpful sales personnel

6. quality products

16. Do you subscribe to the Edmonton Journal?

Yes

No

If yes, which sections do you usually read? (multiple answers acceptable)

1. all of it

5. sports section

2. national news & editorial

6. comics

3. local section

7. want ads

4. women's section

17. Which two magazines are generally read in the home?

1. _____

2. _____

-5-

18. On nights other than Hockey Night in Canada, does your family watch television during the evening meal?

1. Always

4. Seldom

2. Usually

5. Never

3. Sometimes.

19. What radio station do you generally listen to?

20. Do members of your immediate family own:

Yes

No

1. Snow skiing equipment

2. Golf equipment

3. Tennis equipment

21. Does your family own either a tent trailer, truck camper, travel trailer or van camper?

Yes

No

22. Does your family own a motor home?

Yes

No

23. How many weekends a year do you spend away from home?

1. 25 to 52 weekends

4. less than 5 weekends

2. 10 to 24 weekends

5. none

3. 5 to 9 weekends

24. What activity was your last vacation centered around?

1. working and relaxing at home

4. sports activity

2. travelling

5. working and relaxing
at a cottage

3. camping at one area

6. other

25. Of the following credit cards, which do members of your family own?
(multiple answers acceptable)

1. oil and gas companies

2. department stores
3. bank cards
(Chargex only)

26. How do you pay for a product which you have bought on your department store or bank credit cards?

1. pay for it over a number of months by making a percentage payment each month
2. pay for it within 30 days after you have received the bill for the product

27. For each of the following products, are the decisions which are mentioned made

(1) principally by yourself, (2) principally by your husband, or (3) made jointly?

Product Decisions	Decision Maker		
	Wife	Husband	Jointly
A. Automobile			
1. when to buy			
2. where to buy			
3. how much to spend			
4. what make of auto to buy			
5. what model of auto to buy			
6. what color of auto to buy			
B. Furniture			
1. when to buy			
2. where to buy			
3. what type of furniture to buy			
4. how much to spend			
5. what style of furniture to buy			
6. what color and fabric to select			
C. Major Appliances			
1. when to buy			
2. where to buy			
3. how much to spend			
4. what major appliances to buy			
5. what brand to buy			
6. what model to buy			

-7-

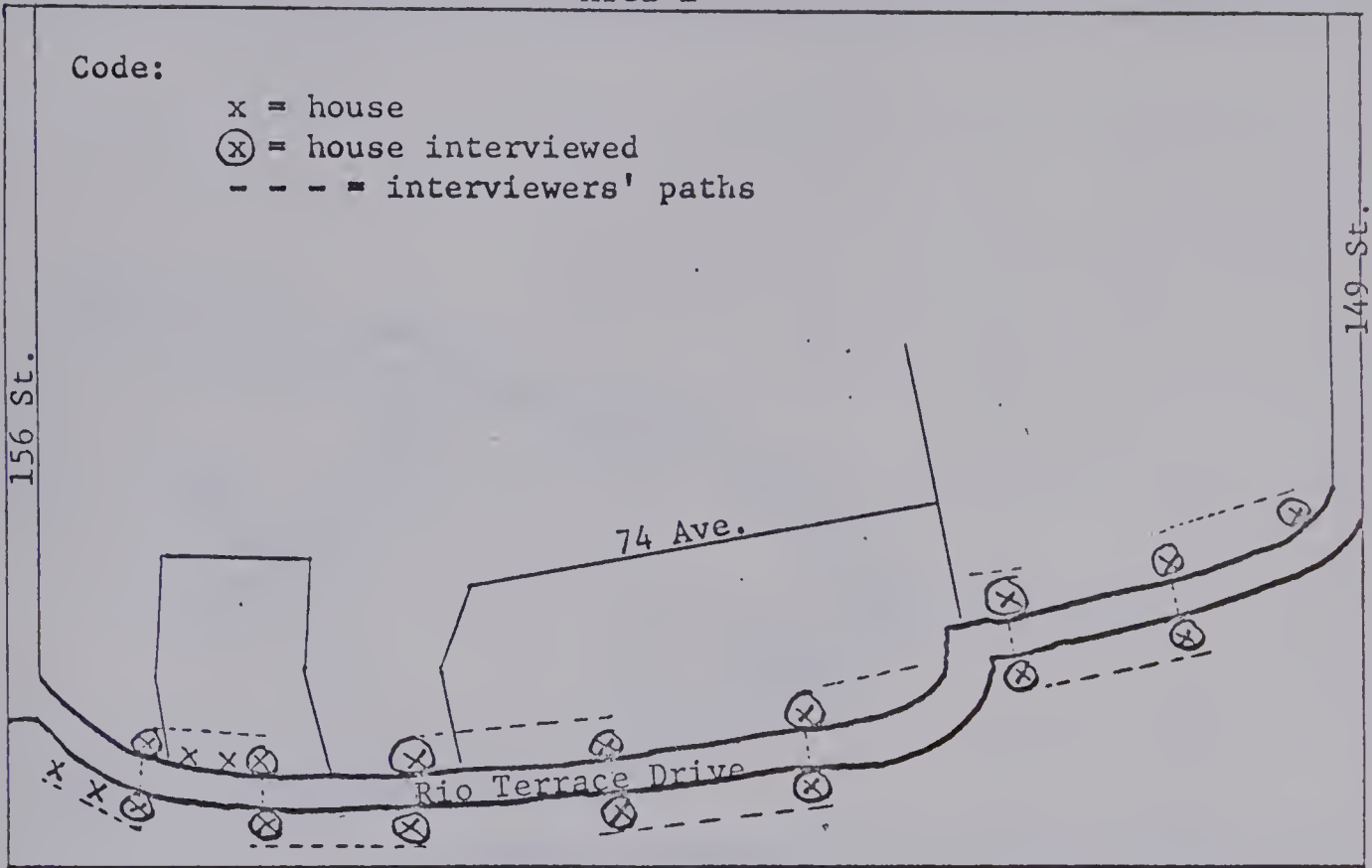
	Wife	Husband	Jointly
D. Primary Vacation (most important one(s) of the year)			
1. when to take a vacation			
2. where to take a vacation			
3. how much to spend			
4. what to do while on vacation			

E. Food			
1. How much to spend on food			
2. where food is purchased			
3. what types of food are purchased			
4. what brands of food are purchased			

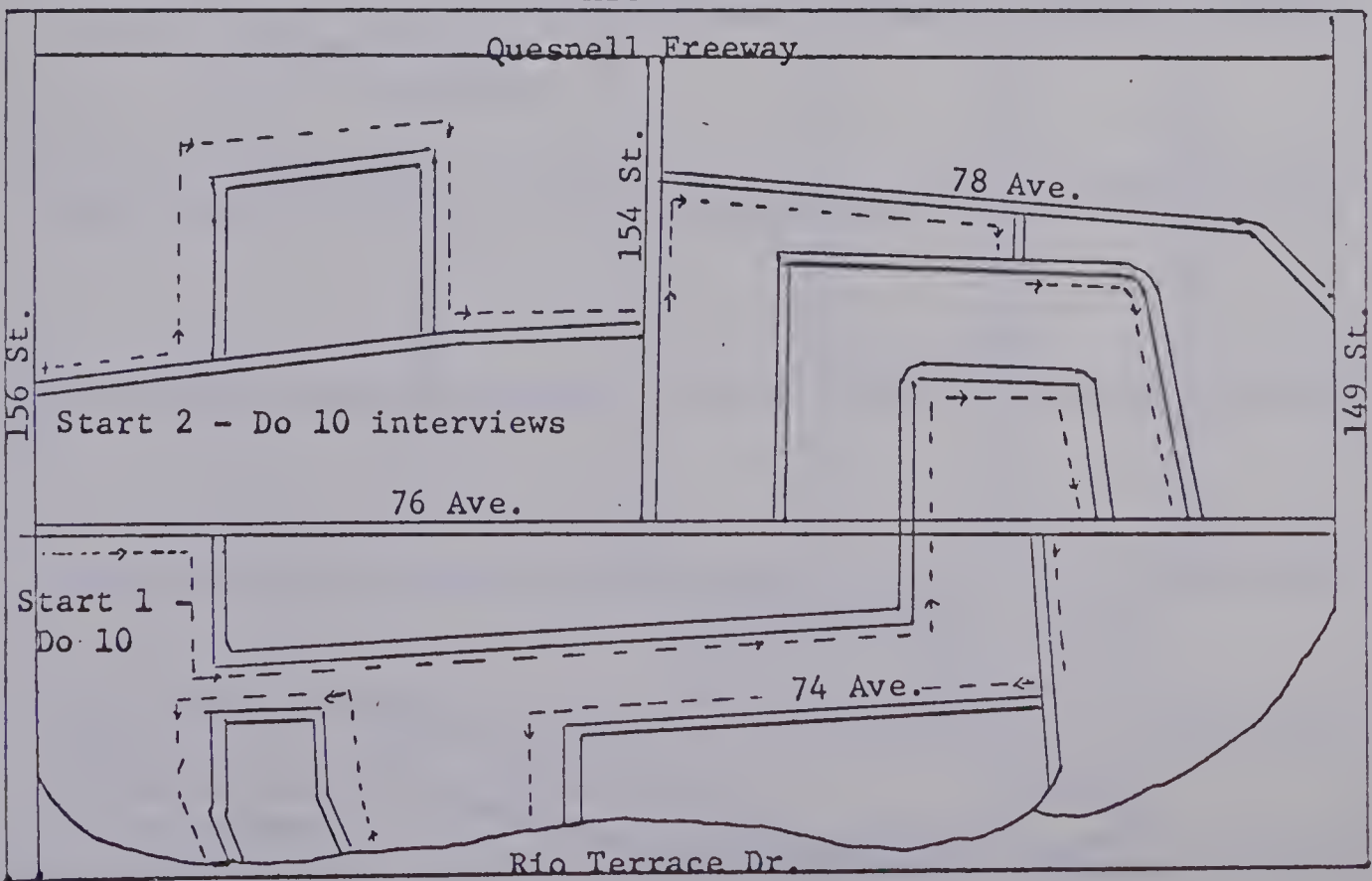
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	_____	B.	_____

INTERVIEWERS' ROUTE MAPS

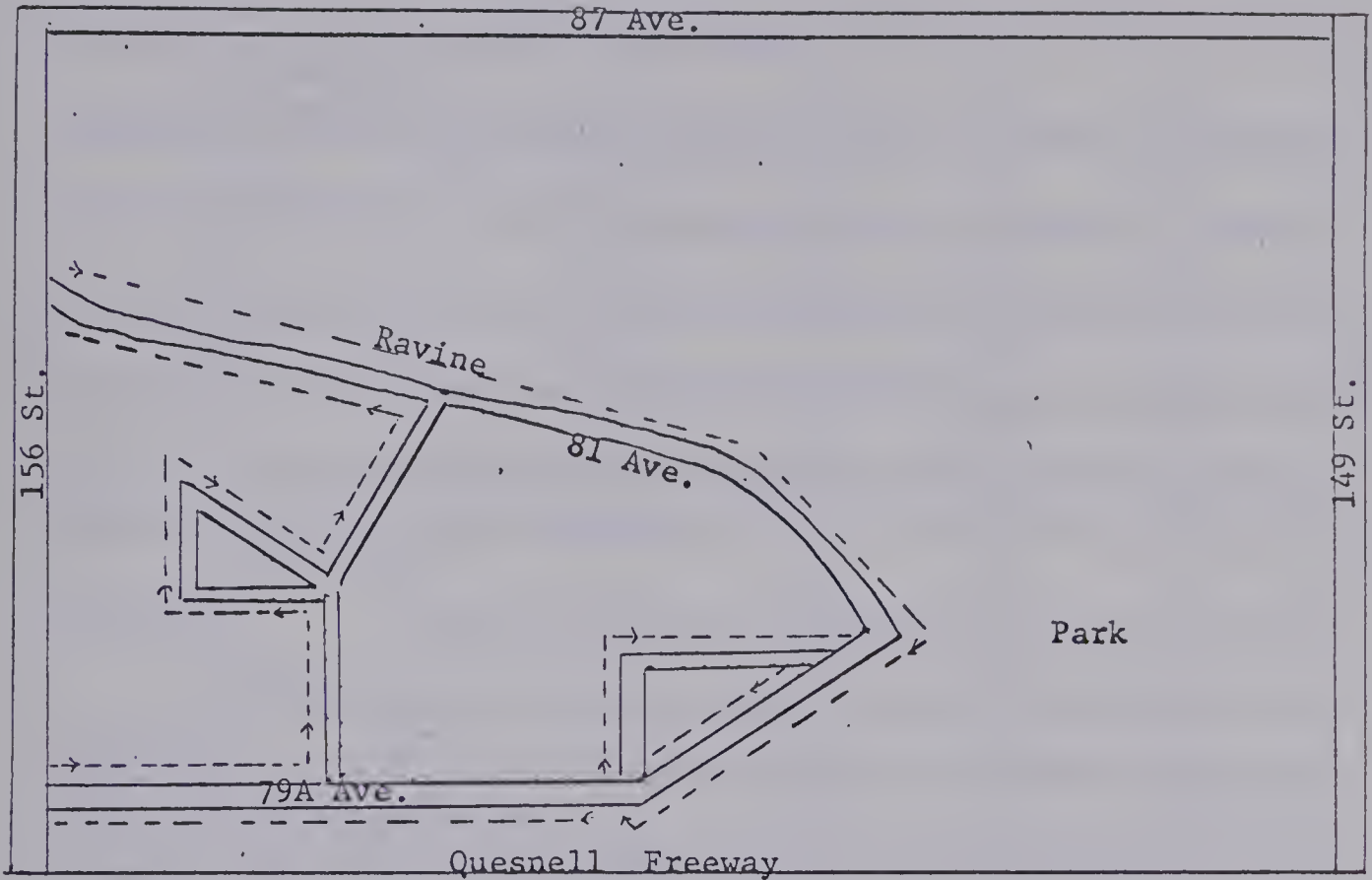
Area 1



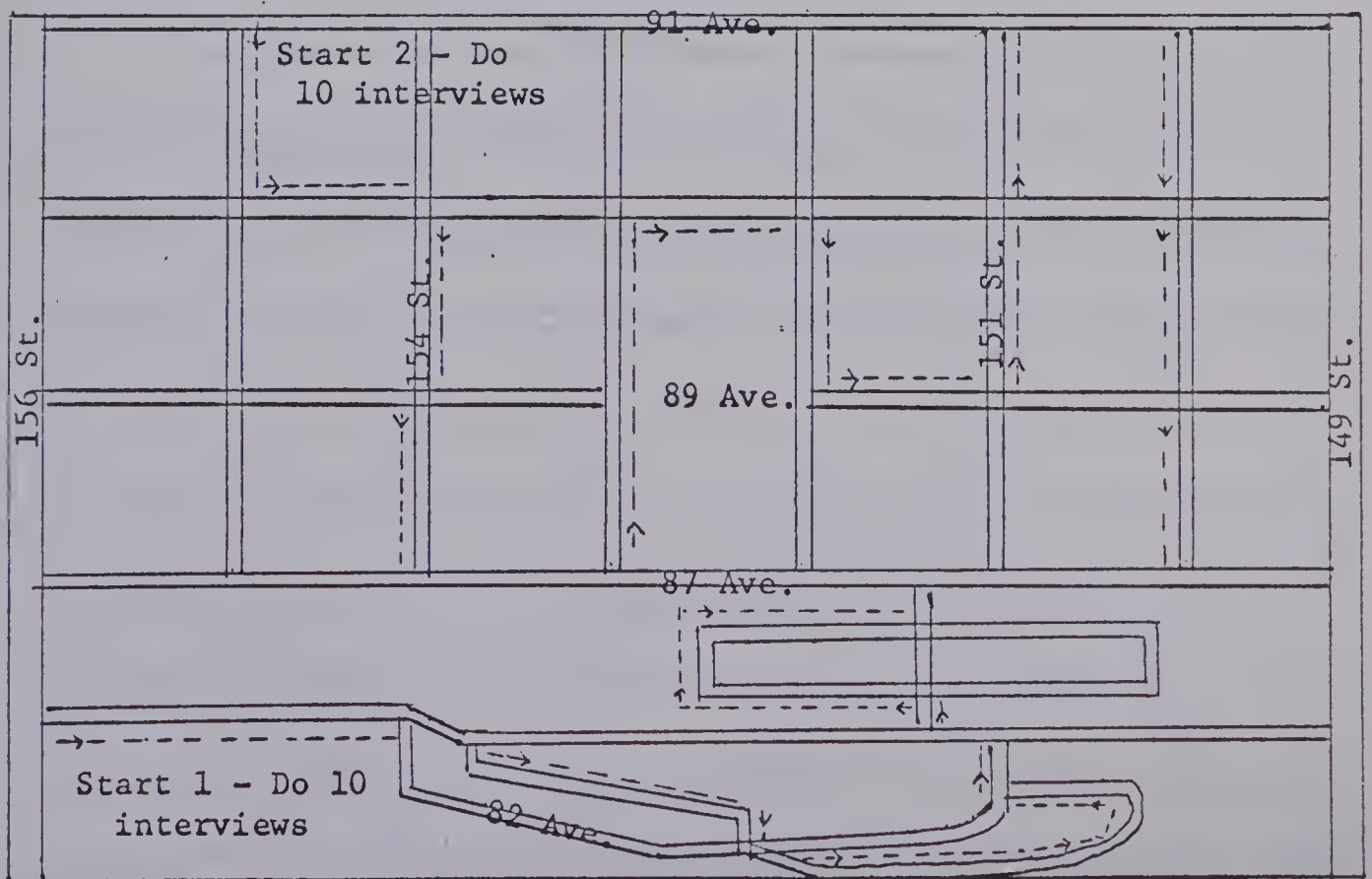
Area 2



Area 3



Area 4



APPENDIX 3

LETTER OF INTRODUCTION

THE UNIVERSITY OF ALBERTA

FACULTY OF BUSINESS ADMINISTRATION AND COMMERCE

Edmonton 7, Canada

April 21, 1972

Dear Sir or Madam:

This letter will introduce you to my interviewer . She will be asking you several questions on your shopping habits as well as various types of products which you might own. This information will be used by me as part of my Master's Thesis. I am a graduate student in the Faculty of Business Administration and Commerce at the University of Alberta.

Any help which you can give will be greatly appreciated. If you have any questions regarding this study, please feel free to call either myself or Dr. Hugstad, Chairman of the Department of Marketing, at the phone numbers listed below.

I would like to thank you in advance for your co-operation.

Douglas Bell, B. Comm. M.B.A. Candidate
Graduate Student
Faculty of Bus. Admin. and Commerce
University of Alberta
484-0385

Dr. Paul Hugstad
Department of Marketing
Faculty of Bus. Admin. &
Commerce
University of Alberta
432-5778

APPENDIX 4

PERCENTAGE BREAKDOWN OF
QUESTION RESPONSES BY SOCIAL CLASS

	CLASS						Response
	1	2	3	4	5	6	Total
1. Information Source -							
New Products							
Newspaper	23	5	14	41	13	17	19
Television	18	32	43	18	39	33	30
Radio	0	0	0	6	4	0	2
Magazines	41	21	21	12	13	0	19
Friends	12	32	14	12	9	17	16
Family	0	0	0	0	9	0	2
Retail stores	6	11	7	12	13	33	13
2. Information Source -							
Fashion							
Newspaper	12	5	7	0	0	0	4
Television	0	5	7	0	9	0	4
Radio	0	0	0	0	0	0	0
Magazines	29	47	57	41	26	42	39
Friends	12	5	14	6	4	8	8
Family	6	11	7	9	9	0	6
Retail stores	41	26	7	53	52	50	39
3. Decision helper							
Friends	6	37	50	39	57	42	39
Spouse	53	21	43	22	26	33	32
Parents	0	0	0	0	0	0	0
Other family	12	5	0	11	13	8	8
No one	29	37	7	28	4	17	20
4. Shopping companion							
Friends	6	5	7	11	0	0	5
Spouse	29	16	50	11	57	50	35
Parents	0	0	0	0	0	8	1
Children	0	21	0	0	13	8	8
Relatives	0	5	0	0	4	0	2
No one special	12	11	7	17	17	17	14
No one	53	42	36	61	9	17	36

	CLASS						Response Total
	1	2	3	4	5	6	
5. Shopping frequency per month							
10 or more	0	0	7	0	0	0	1
5 - 9	24	26	21	11	17	25	20
4	19	26	36	22	26	17	24
2 -3	41	32	29	44	39	8	34
1	18	16	7	22	13	42	18
never	0	0	0	0	4	8	2
6. Shopping place							
Downtown	18	0	23	18	9	0	11
Jasper Place	6	0	0	0	22	0	6
Meadowlark	65	58	38	53	43	75	54
Centennial	0	0	0	0	22	75	8
Westmount	0	16	15	12	0	0	7
Southgate	12	26	23	18	4	0	14
7. Importance of shopping quickly							
Necessity	6	5	7	28	9	33	14
Very important	47	47	14	28	30	17	32
Important	6	21	21	11	30	25	19
Not very important	35	21	57	28	17	17	28
Unimportant	6	5	0	5	13	8	7
8. Store type - T.V.							
Specialty	29	58	28	24	52	42	40
Department	71	42	72	65	39	50	55
Discount department	0	0	0	6	4	8	3
Local convenience	0	0	0	6	4	0	2
9. Store type - living room furniture							
Specialty	59	74	43	47	65	33	56
Department	41	26	57	53	26	50	40
Discount department	0	0	0	0	4	17	3
Local convenience	0	0	0	0	4	0	1
10. Store aspect							
Wide selection	13	32	38	22	30	8	25
Low price	6	0	0	11	26	33	13
Good salesmen	6	11	8	6	4	17	8
Easy credit	0	0	0	0	0	0	1
Location and parking	13	42	23	44	17	25	28
Quality products	63	11	31	17	22	17	26
11. Journal subscription							
Yes	100	100	100	100	74	92	93
No	0	0	0	0	26	8	7

	CLASS						Response
	1	2	3	4	5	6	Total
12. All newspaper sections read?							
Yes	53	47	86	78	35	25	53
No	47	53	14	22	65	75	47
13. National section read?							
Yes	47	53	14	17	30	17	31
No*	53	47	86	83	70	83	69
14. Local section read?							
Yes	18	47	7	11	26	58	27
No*	82	53	93	89	74	42	73
15. Women's section read?							
Yes	35	47	14	11	30	50	31
No*	65	53	86	89	70	50	69
16. Sports section read?							
Yes	0	6	7	6	4	9	5
No*	100	95	93	94	97	92	95
17. Comics read?							
Yes	12	21	9	9	17	18	11
No*	88	79	100	100	83	92	89
18. Want ads read?							
Yes	12	16	7	6	9	42	14
No*	88	87	93	94	91	58	86
19. Magazines							
News	59	47	29	39	9	0	31
Womens	29	37	21	22	35	58	33
Mens	0	5	7	0	9	8	5
Pulp	0	0	0	0	0	8	1
Other	6	11	43	17	30	8	19
None	6	0	0	22	17	17	11
20. Dinnertime T.V. exposure							
Always	6	0	0	6	23	8	8
Usually	18	11	14	6	0	8	9
Sometimes	18	11	29	11	14	17	16
Seldom	29	16	21	17	14	0	17
Never	29	63	36	61	50	67	51

* Includes people who read all of the paper.

	CLASS						Response
	1	2	3	4	5	6	Total
21. Radio stations							
CFRN	35	37	21	39	22	25	30
CHQT	24	11	36	17	22	0	19
CJCA	0	20	14	22	13	25	17
CHED	6	5	14	11	22	17	13
CFCW	0	0	0	0	13	16	5
CKUA	6	11	0	0	4	0	4
Other	12	5	14	6	0	8	7
None	18	5	0	6	4	8	7
22. Skiing equipment							
Yes	47	53	50	39	22	25	39
No	53	47	50	61	78	75	61
23. Golf equipment							
Yes	65	63	79	44	39	33	53
No	35	37	21	56	61	67	47
24. Tennis equipment							
Yes	59	47	64	44	17	33	43
No	41	53	36	56	83	67	57
25. Travel trailer							
Yes	29	26	36	28	35	25	30
No	71	74	64	72	65	75	70
26. Weekends away							
25 plus	0	16	14	11	9	0	9
10 - 24	18	26	36	22	22	42	26
5 - 9	29	21	21	22	22	33	24
1 - 4	41	31	21	39	39	17	33
None	12	5	7	6	9	8	8
27. Vacation activity							
Relax at home	0	5	0	11	4	8	5
Travel	53	53	36	39	35	42	43
Camping	29	11	7	22	30	8	19
Sports	6	5	14	11	4	0	7
Cottage	12	5	29	11	13	17	14
Other	0	21	14	6	13	25	13
28. Oil company cards							
Yes	100	100	71	94	57	58	81
No	0	0	29	6	43	42	19
29. Department store cards							
Yes	88	95	93	83	65	42	79
No	12	5	7	17	35	58	21

	1	2	CLASS		5	6	Response Total
			3	4			
30. Chargex							
Yes	35	42	21	33	17	25	29
No	65	58	79	67	83	75	71
31. Credit repayment							
Interest charges	29	21	31	25	53	33	32
No interest charges	71	79	69	75	47	67	68

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